

# MODERN PACKAGING



OCTOBER 1937

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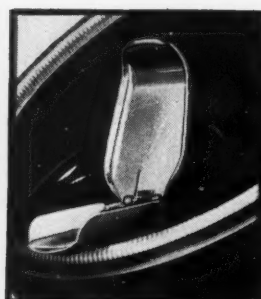
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# Put a SALES-SMILE ON YOUR PACKAGE

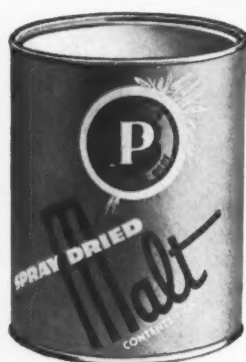


This hermetically-sealed candy tin is highly effective in its simplicity... creates a sunny spot wherever displayed. Its attractive, clean-cut lithography breathes an air of confidence. And the key—the symbol of locked-in freshness—marks the product as "quality".

Buying is a case of "seeing" first! Customers like to buy bright, successful-looking packages—no one likes glumness. Your label is the face of your product; it must attract attention and invite inspection to be a fast seller. It must smile at the customer! A colorfully lithographed container by Canco is a face that gives your product that successful "selling smile"!



## SAY IT WITH A SMILE!



That's what this bright fibre container for malt did... to the tune of increasing sales three-fold. Customers were quick to show their appreciation of this newer, convenient-sized container which insures the freshness of the product. Why not let Canco give your package a sales smile and a substantial sales boost?

CANCO

No packaging problem is too large for Canco. For example, this handsome lithographed five-gallon container. The full open top provides an added utility factor of quick filling so necessary for this product. A hinge-covered spout swings out for pouring, and in for stacking. Canco has a successful solution to your packaging problem. Write today for details.

## AMERICAN CAN COMPANY

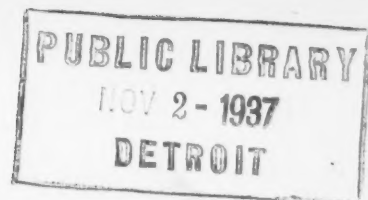
230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVENUE, CHICAGO

111 SUTTER STREET, SAN FRANCISCO

WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS





MANY PRODUCTS owe their long sales life to the way they are packaged ▶ ▶ ▶ Ease of opening . . . protection of product until the last drop has been used . . . the name of the manufacturer lithographed on the cap . . . these points have subtle influence on repeat sales ▶ ▶ ▶ Products sealed with Phoenix ST Caps, decorated, receive full benefit of these sales-stimulating factors.

P H O E N I X M E T A L C A P C O .

2444 W. SIXTEENTH ST., CHICAGO ★ 3720 FOURTEENTH AVE., BROOKLYN

OCTOBER 1937 1

# EVEN BLASTING POWDER IS NOW WRAPPED ON MACHINES!



—Another Unique Problem  
Solved by REDINGTON

Varied indeed are the products packaged on Redington Machines. Truly different are some of the problems confronting our Engineering Staff. *But black blasting powder is in a class by itself!*

Pellets of this powder, used for coal mine blasting and other purposes, are 2 inches long and vary in diameter from  $1\frac{1}{8}$  inches to 2 inches. Here is the problem E. I. du Pont de Nemours Co. put squarely up to us: how to *automatically* wrap four of these pellets laid end to end in heavy Kraft paper—no run-of-mine task!

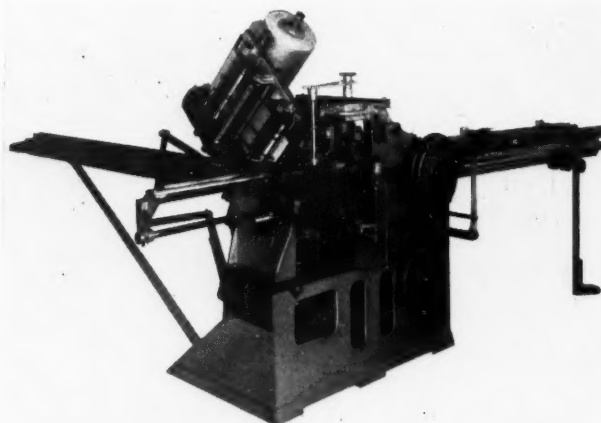
Redington studied this problem thoroughly . . . and built a machine that actually wraps du Pont Powder Pellets at the rate of *50 sticks a minute*. Today a number of Redingtons are in action . . . saving money, stepping up efficiency for du Pont.

Each machine is in a specially designed building of its own, so arranged that no one is inside the room where the machine is operating.

It's another example of Redington's versatility in solving special packaging "knots," giving further strength to the suggestion that *"If It's Packaging—Try Redington First."*

**"... but my product  
isn't blasting powder!"**

We wish you could see the array of sample packages in our Engineering Department. You'd think you were in a drug store . . . or grocery . . . or candy store. Most of them are products already packaged on Redington Machines. Others are being patiently studied to see if they, too, can be packaged efficiently by machine. *So don't hesitate if your own problem isn't as difficult as blasting powder!* If yours is a problem of cartoning or carton sealing . . . wrapping or Cellophane wrapping . . . or something very special . . . there's a good chance we can design a machine to do the job.



F. B. REDINGTON CC. (Est. 1897) 110-112 So. Sangamon Street, CHICAGO, ILL.



# REDINGTON

*Packaging Machines*

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

# MODERN PACKAGING

OCTOBER 1937

VOLUME 11

NUMBER 2

## General interest

Del Monte Launches Re-labeling.....	37
Alcoa Modernizes (Aluminum Co.).....	40
Novel Design Puts Over New Line (London House).....	42
Sample Packaging—A Survey.....	43
Packaging Pageant.....	48
Liquor Departs from Precedent (Hiram Walker).....	54
Gifts With a Luxury Touch (Lentheric).....	56
British Packaging Awards for 1937.....	58
Electrical Appliances in Transparent Wraps (Westinghouse).....	60
Old Label Dies—Age 48 (New Jersey Paint).....	82
Sweet Packaging—Since 1900 (Gilbert Chocolates).....	92
Editorial Opinion.....	94
Advertising Campaign Without End ("Arabia").....	96
Ham Slices Go Visible (Armour).....	102
As a Pitcher It's a Honey (Bee Hive Honey).....	102
Plants and Personalities.....	104
For Your Information File.....	106
Index of Advertisers.....	114



## Display section

Beer Campaign Wins Windows (Schaefer).....	61
Book Display Scores a Hit (Modern Age Books).....	64
Gallery of Advertising Displays.....	66
Whiskey Takes Idea from Food (Frankfort).....	68

## Machinery production

Ten Systems for Package Handling.....	73
Single Unit Replaces Five (Jell-well).....	80
Equipment and Materials.....	84

## NEXT MONTH

Textiles! The Institute of Package Research presents the first installment of its survey of textile packaging. To call this survey extensive is nothing short of supererogation: it would have to be and cover the field. Topping every interest in a field of a thousand interests is what the department-store buyer thinks of textile packages. Hence, the first installment teems with his experiences—and desires. Packagers of textiles may profitably consult those desires. Don't say we didn't warn you.

For a second feature, Modern Packaging offers its idea-hungry readers a grist of last-minute details, profusely illustrated, on Christmas packaging. Then something *plus*, a new service presented for the first time, namely, a chart of samples and a forecast of fashion trends for packagers to bear in eye when they make their plans for those important days of Spring dedicated to St. Valentine, Mother, Father, Easter, and the rest.



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F. L. POSNER, Circulation Manager    R. N. KALB, Asst. Production Manager    M. A. OLSEN, Eastern Manager

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# A THIN LINE OF DEFENSE



BUT A SAFE ONE!

Most food protection papers do not exceed .002 of an inch in thickness, yet they do their work better than an inch of armour plate.

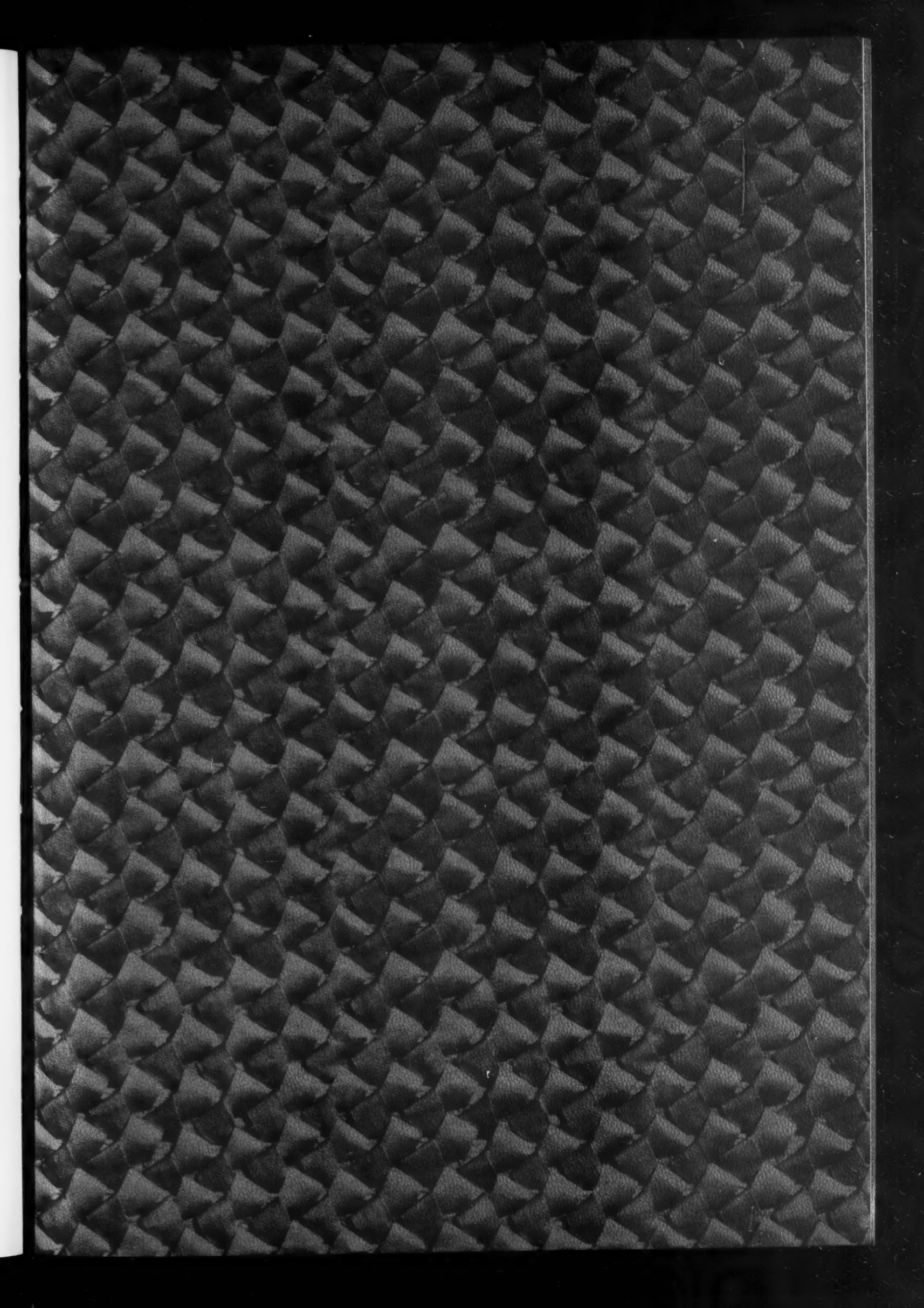
That's "old stuff," to be sure, but it's "true stuff." The right paper for the job . . . that is almost as important as the product itself. Problems of moisture, grease, printing, appearance . . . all must be taken into consideration, all must be whipped if the product is to be given a fair chance to make good.

There are many good papers for the protection of food, but food protection papers made by KVP are *uncommonly* good papers.



# KVP

**KALAMAZOO VEGETABLE PARCHMENT COMPANY**  
PARCHMENT (KALAMAZOO P. O.) MICHIGAN



# FABRIC RIBBON PRINT

A charming textile effect of woven ribbon, attractively reproduced in the seasons new colors, FABRIC RIBBON PRINT has many practical qualities. It lies flat, folds easily around corners and doesn't mar or smudge from careless handling.

Sample sheets are now available and will be mailed immediately on request.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.

## SALES REPRESENTATIVES

New York, N. Y.  
60 East 42nd St.

Philadelphia, Pa.  
412 Bourse B'ld'g.

Chicago, Ill.  
500 So. Peoria St.

Fred'k. Johnson & Co., Limited  
234, Upper Thames Street  
London E. C. 4 England

San Francisco, Calif.  
420 Market St.

Toronto, Canada  
137 Wellington St. West









**T**HE difference in what these men are doing is simply in the viewpoint. Yet it is the difference which separates mere labor from craftsmanship.

In the plants where CCS CLOSURES are made, men go about their work with the spirit of craftsmen. They are not simply running a business, not merely operating machines—they are making fine closures—for you! This accounts for the unmatched quality, the unerring accuracy of CCS CLOSURES. Every operation—from design to delivery—is aimed at giving you the finest closures that can be made.

If you sell your product in a sealed container, there's a CCS CLOSURE to meet your needs. Get samples and compare them. They are yours for the asking.

**CROWN CORK & SEAL COMPANY • BALTIMORE, MD.**

*World's Largest Makers of Closures for Glass Containers*



SCREW CAPS  
VACUUM CAPS

LUG CAPS  
V. P. O. CAPS

CROWNS  
MASON CAPS

DOUBLE SHELL CAPS  
CAPPING MACHINERY





# HE DOESN'T CARE WHO WINS THE ALL-AMERICA

*. . . but a hundred thousand  
progressive merchants will favor  
your packages if you win*

In the backwash of the Ozarks, it doesn't matter much whether your package is a winner or not. "Leastaways, it doesn't matter, you can use the gunny sack for a dress-up dress."

But in Dubuque, in New Orleans, in Muncie and New York . . . more than a hundred thousand stores have demonstrated their recognition of the *sales value* of good packaging by featuring displays sponsored by previous All-America winners and built around their All-America awards. Such firms as A & P, Schaefer Brewing Company, Campana Corp., and many others have found such promotions readily accepted and highly profitable.

Beyond the personal satisfaction of leading the pack, beyond the knowledge of a job well done, stands the inescapable fact that recognition by the All-America Board of Judges arms you with an otherwise unattainable merchandising tool . . . a tool so valuable that ten thousand packages a year are entered into competition for it.

Now, while there is still time, send for your entry blanks for the 1937 All-America Package Competition. Details are printed below.

All entries must be confined to those packages or display play units (display containers with accompanying packages) which have been placed on the market during the year 1937. Entries of packages for the competition may be submitted by the following:

- A. Manufacturing companies making use of such packages
- B. Material manufacturing companies who have furnished any component part of such packages.
- C. Machinery manufacturing companies who have furnished equipment for the assembly of such packages.
- D. Package designers for organizations responsible for the submitted designs.

Any number of different packages may be submitted by the above companies.

Contest closes December 18, 1937. There is no entry fee but it is understood that all packages are to be submitted complete with contents, and will remain the property of MODERN PACKAGING to be placed in the permanent exhibit of packages maintained at its offices, 425 Fourth Avenue, New York City.

The winning packages will be announced in the February or March, 1938 issues of MODERN PACKAGING, and the awards will be made concurrent with the Eighth Annual Packaging Conference and Exposition.

THE 1937 ALL-AMERICA PACKAGE COMPETITION

SPONSORED BY

MODERN PACKAGING

425 FOURTH AVENUE, NEW YORK, N. Y.



## The Customer Writes This Advertisement

"This French-Bray label provides the best selling touch given to a Smithfield product since the days of Captain John Smith and Pocomantas—Smithfield Hams have been a famous Virginia delicacy since the cavaliers settled at Jamestown in 1607. James River Smithfield Sandwich Spread, the newest addition to the famous line, packed by The Smithfield Ham & Products Company, Inc., is being introduced with a French-Bray label that helped to make it an unprecedented success, as is shown by the rapid and consistent increase in sales.

"We have a great many compliments on this label and on the completed package. The retailers like it so well that they have given it lots of display space in their stores. The product has moved out of the retailers' stores with really surprising rapidity and also the repeat business on it has far exceeded our expectations. We attribute the rapid sale of this new item to the attractive label and display carton just as we attribute the repeat business to the quality of the product."

Yours very truly,

THE SMITHFIELD HAM AND PRODUCTS CO., INC.

J. C. Sprigg, Jr.  
President



# THE FRENCH-BRAY COMPANY

MAIN OFFICE & PLANT - BALTIMORE, MD.

Telephone CALvert 0100

## MANUFACTURERS OF EMBOSSED SEALS AND LABELS

SALES OFFICES:

BOSTON



LOUISVILLE



NEW YORK



PHILADELPHIA

We invite firms with a similar "pride of product" to investigate our unique facilities for producing finer labels at the right price.

OCTOBER 1937

7

# SHIPPING TRAGEDY NO. 4

\$40,000 was spent on building dealer acceptance



for a new line

of canned goods



, with the aid of promotional salesmen



elaborate dealer displays



, and intensive advertising



**BUT** when the campaign broke, field men found the displays in back rooms



, the dealer acceptance gone



, and the advertising wasted

—because the new line was delivered in bad shape



... due to

shipping containers that could not protect the cans from Concealed Damage!

## AVOID CONCEALED DAMAGE!

There is a tried-and-proved way to avoid costly CONCEALED DAMAGE and to make sure that your products reach the dealers' shelves in good condition. Through the aid of Container Corporation's method of "Packaging by Prescription," the one best Corrugated or Solid Fibre Shipping Container can be created for each product—with special attention to the particular shipment and storage trials it will meet. Ask our representative to show you how profitable this method is for shippers.

Reprints available: "Corrugated Fibre Container Failures—Their Causes and Remedies." By A. P. Kivlin, Assistant Chief Engineer, Freight Container Bureau of the Association of American Railroads. See coupon below.

CONTAINER CORPORATION OF AMERICA  
111 West Washington Street, Chicago, Ill.

B-10

Gentlemen: Please send me a copy of "Corrugated Fibre Container Failures."

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

## CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS  
MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS









## ***FLYING HIGH***

Over the ordinary -- beyond the commonplace -- setting the sales making pace -- Nashua printed transparent wrappers and coverings offer color and fine printing with *ideas*. If it is a packaging problem -- ask Nashua.



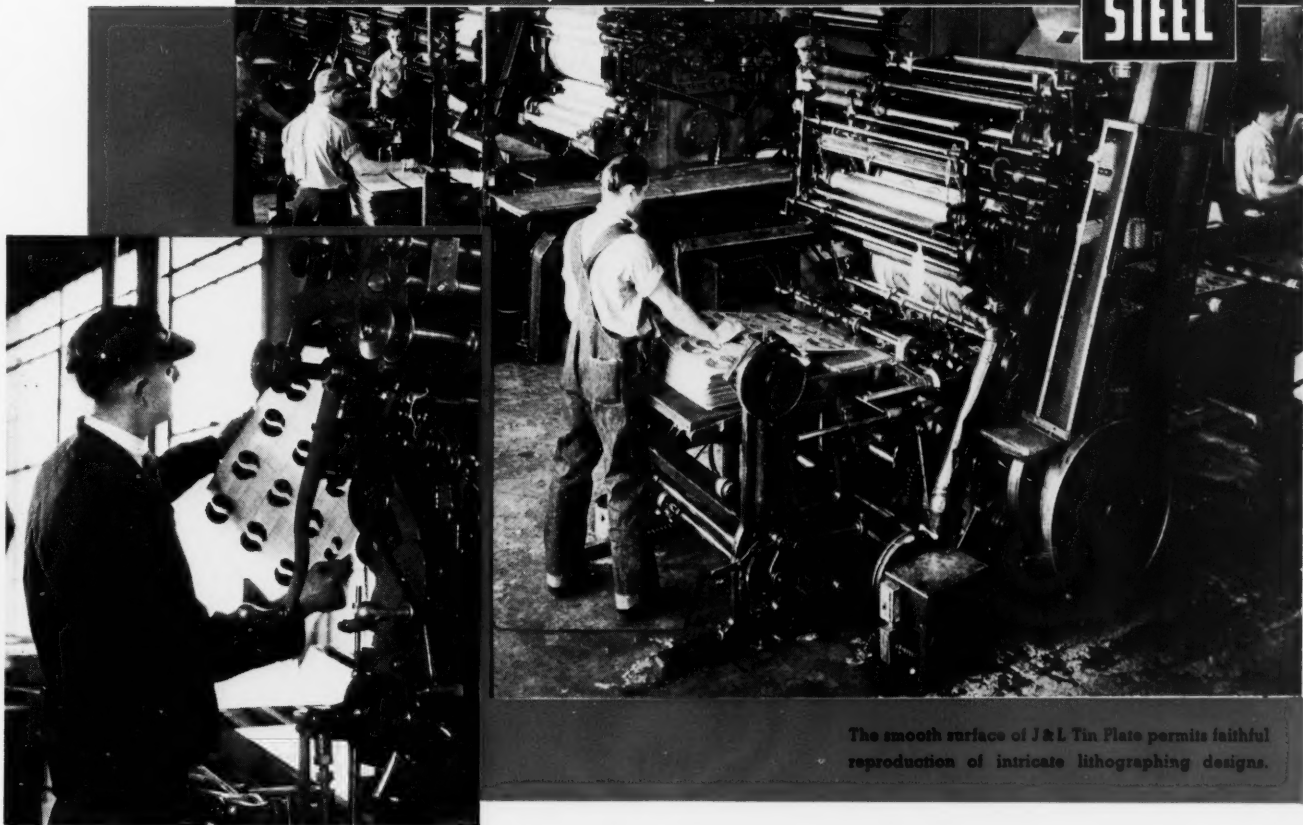
**NASHUA GUMMED & COATED PAPER CO., PACKAGE DIVISION NASHUA, N.H.**





**Increase your profits with**

**J&L  
STEEL**



The smooth surface of J&L Tin Plate permits faithful reproduction of intricate lithographing designs.

## **J&L Tin Plate takes lithographing perfectly**

*... That means a better looking product—satisfied customers for you*



### **JALCOLD For Deep Draws**

A cold-reduced special-purpose plate with unusual capacity for deep-drawing operations. Its increased ductility, flatness, uniformity to gage, fine lithographing quality, make it ideally suited as a standard material for many special container operations.

J&L high quality Tin Plate assures excellent results in your lithographing operations. The smooth, clean surface of J&L Tin Plate brings out every detail of intricate design and beautiful color.

Designers and can manufacturers appreciate this plus feature of J&L Tin Plate. It gives maximum acceptance to the finished container, and helps your customers' sales.

J&L Tin Plate is made of the highest quality steel, specially selected and processed

to meet your individual requirements. It is manufactured under strict metallurgical control, properly heat-treated and uniformly tinned to protect your customers' products. It is uniformly true to gage . . . and has the smooth even surface so essential to good lithographing.

Many firms in the packaging industry find it pays to call on Jones & Laughlin for their tin plate needs. Specify and use high quality J&L Tin Plate for all *your* needs.

**JONES & LAUGHLIN STEEL CORPORATION**

PITTSBURGH, PENNSYLVANIA

MAKERS OF HIGH QUALITY IRON AND STEEL PRODUCTS SINCE 1850

OCTOBER 1937

9

*B*ACK of each of these different styles of caps is an idea; the cap itself is only an expression in material form of Anchor's determination to provide greater sealing protection, or greater convenience, or finer appearance, or easier application. The development and perfection of each particular type from its original conception through blueprints, laboratory tests and in actual use to its present perfected form carries one important meaning to all who pack in glass . . . it is *your assurance of obtaining exactly the right type of closure for your particular product and conditions.* Anchor's wealth of technical knowledge and accumulated experience as represented in this most complete line of closures is of benefit to every manufacturer or packer who uses Anchor products. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N. Y.; Toronto, Canada. *Branch offices in all principal cities.*





*To* GIVE one hundred cents' worth of value for every dollar is Capstan's aim. Commercial glassware—well made, clear in color, with a sparkle and lustre—is a positive factor in making more attractive packages and building sales for your product. Toward supplying that kind of glassware, Capstan bends its energies. The next time you need a supply of glassware, consult with Capstan as to appropriate styles. CAPSTAN GLASS COMPANY, Connellsville, Pa. Associate Company, SALEM GLASS WORKS. Branch offices in all principal cities.







**1**

For wood or metal displays, no liner, longer-lived, more colorful identification is possible than a Meyercord Display Decalcomania. Yet, they are surprisingly inexpensive.

Meadow Gold Butter

VEGETABLES



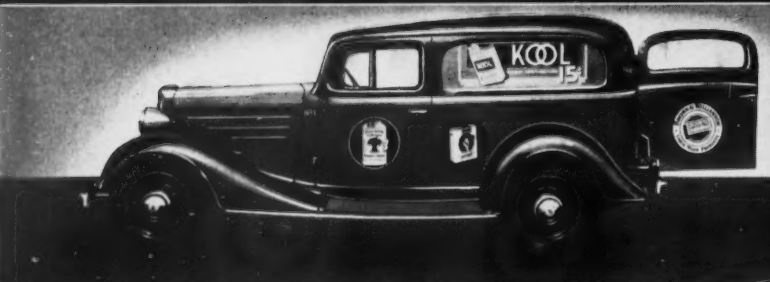
**2**

More Meyercord Window and Door signs decorate America's store fronts than those of any other company — from giant valances to package designs and smaller spot reminders that invite you into the store. Investigate.



**3**

Unusual effects — subtle impression "open designs" not otherwise possible — are easily achieved with Meyercord Oil Paint Labels. Surprisingly inexpensive they are, too.



**4**

Product appeal provided by permanent decals converts your trucks and cars into effective traveling advertisements.



**5**

If you use premiums, the surest way of preserving your name and message, while achieving fullest decorative value, is through the use of Premium Decals. See Meyercord.

FIVE WAYS IN WHICH  
**MEYERCORD DECALCOMANIA**  
*Sells*  
PACKAGED PRODUCTS

**MEYERCORD**

America's largest Decalcomania manufacturer, offers its full technical facilities to the solution of any decorating problem . . . for packages, displays, etc. Call upon us for aid.

**THE MEYERCORD CO.**

World's Leading Manufacturers of  
**GENUINE DECALCOMANIA**  
208 W. Washington St., Chicago, Ill.



N

C



*for luxury in small packages*

**Metalmode's the paper**



*particularly  
recommended  
for packaging  
cosmetics  
jewelry  
gifts  
souvenirs  
optical goods  
pictures and  
commodities*

stocked in  
14 lustrous colors

Brilliant, colorful METALMODE papers will lend to your package an air of luxury and unquestioned value. Their smooth lacquered surface is moisture proof, soil and rub proof.

METALMODE PAPERS PROVIDE FOOD LIKE APPEARANCE AT ATTRACTIVE SAVINGS  
for sample book of plain and embossed finishes, or for 20 x 26  
sample sheets, just call the nearest Middlesex office.

# Middlesex Products Corporation

Mill and main office

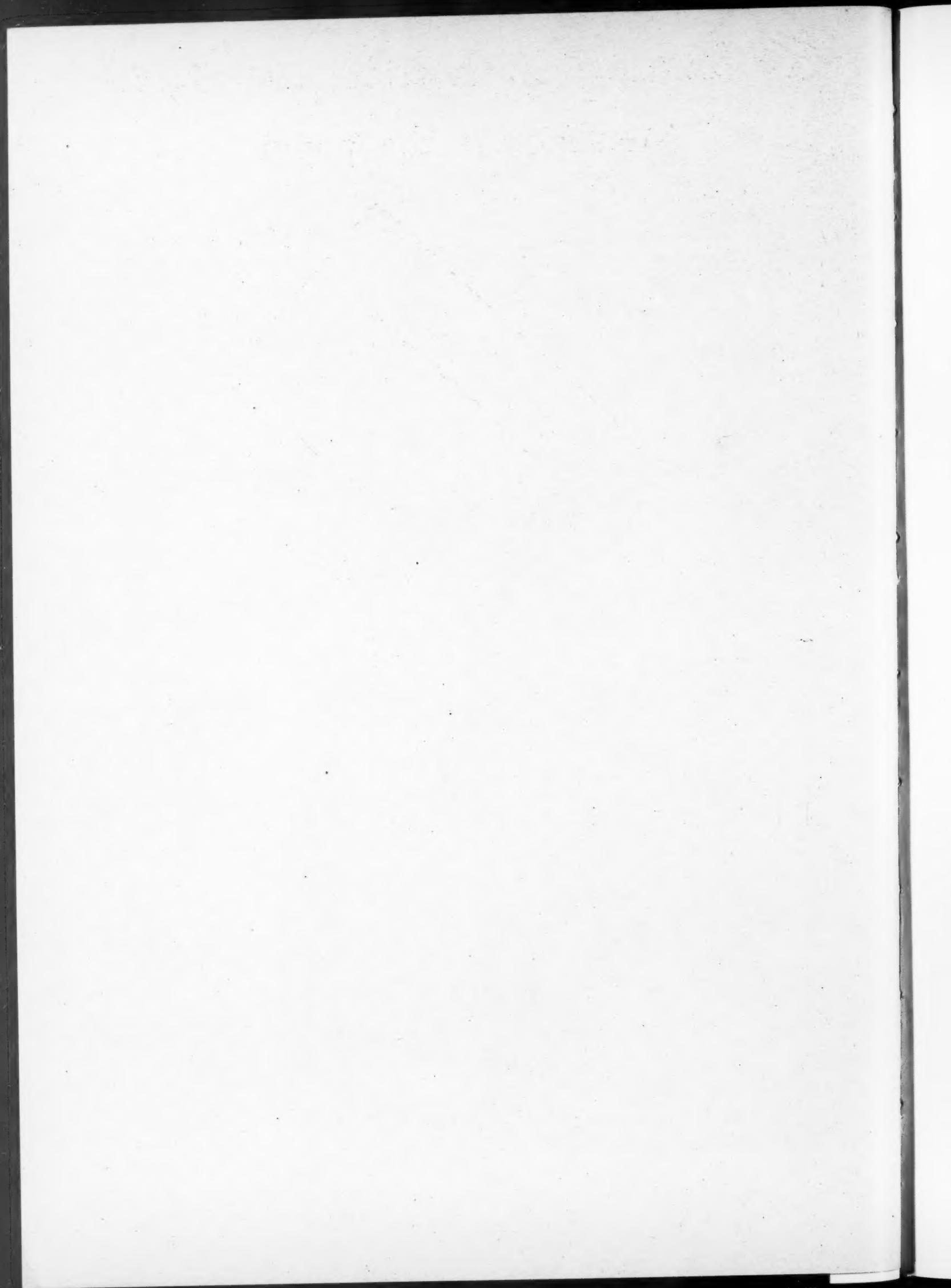
Cambridge

Massachusetts



Branch sales offices

New York • Chicago • Philadelphia





# PRECISION

5,000 feet up, a crack air squadron drives in thrilling dips and dives . . . its pilots confident that the infinite effort and precision of the makers of their planes will protect them against the hazards of their flight.

• With the same confidence, hundreds of leading manufacturers rely on the precision and skill of Gaylord craftsmen to fashion the boxes that protect their products against the hazards of modern high-speed transportation. • This priceless confidence in Gaylord Boxes has been won by actual "in action" performance made possible by long years of effort concentrated on precision in every detail . . . an effort which has pioneered tougher materials, produced superior design and construction, and developed the famous Gaylord "Margin of Safety." In short, the confidence placed in Gaylord precision-built boxes by our clients is an unqualified endorsement of their remarkable ability to deliver their contents with

utmost safety, economy and satisfaction. • Investigate Gaylord precision-built boxes, both corrugated and solid fibre. A sample, made to fit your product and your needs, will gladly be submitted without obligation. Just phone or write our nearest office.



## GAYLORD CONTAINER CORPORATION

Department 701 ST. LOUIS, MISSOURI

SALES OFFICES or PLANTS: Chicago • New York • San Francisco • Dallas • New Orleans • Milwaukee • Columbus • Cincinnati • Minneapolis • Detroit • Houston • Jacksonville • Charlotte • Jersey City • Fort Worth • Kansas City • New Haven • Oklahoma City • Los Angeles • Indianapolis • Des Moines • Seattle • Portland • San Antonio • Memphis • Atlanta • Tampa • Bogalusa

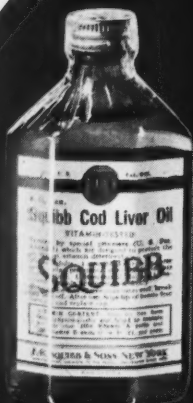
OCTOBER 1937

13

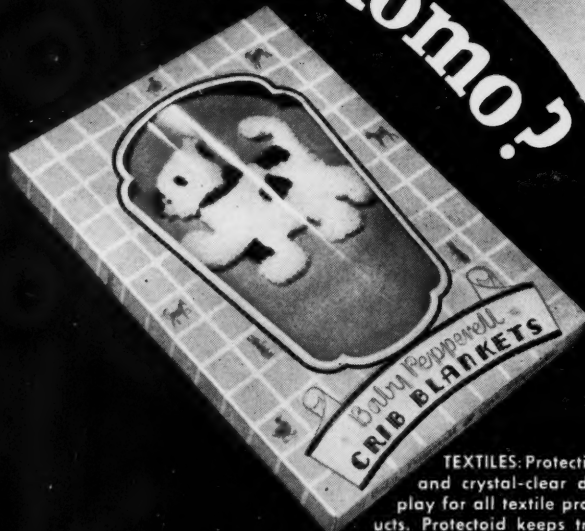


*It's a beauty all right! but...*

# How does it look in Kokomo?



DRUGS, from cosmetics to cod liver oil can now have sanitary protection and **CONTINUOUS** sales appeal. Protectoid never shows signs of age — no rips — no tears — no wrinkles!



TEXTILES: Protection and crystal-clear display for all textile products. Protectoid keeps true color and texture values always at their best.

**PROTECTOID**  
REG. U. S. PAT. OFF.

*Transparent*  
**PACKAGING MATERIAL**  
*does not shrink or stretch*



FOOD: Protectoid is odorless, tasteless, grease-proof — keeps products fresh, sanitary and inviting at all times.

**SURE** you're proud of your package! Just watch it slide off the business end of your production line. It's bright—fresh—new-looking! Stand it up on a sales counter. You can fairly hear the cash-register ring!

But follow your package farther. How does it look in Kokomo? As bright? As fresh? As new? Or has it lost the sales sparkle?

There's the rub, all right. Modern large-scale merchandising requires a transparent package material that does not shrink or stretch—that keeps its beauty through the dryness of storage, the rigors of winter weather, the parching heat of window display. Protectoid is that material. Protectoid packages look *factory-fresh* in Kokomo and Kankakee. Chicago. Seattle. New York. And all other points where sales are made!

Because Protectoid does not shrink or stretch, it is not affected by humidity or temperature changes. It does not wrinkle, or discolor or dry out with age. It is water-proof, grease-proof, non-inflammable. It cements easily and firmly (actually a weld). It has a perfect surface for multi-color printing.

Yet with all these production advantages, Protectoid has a crystal clarity, absolutely grainless.

We will be glad to show you how Protectoid can make a good-looking package—and keep that package good-looking. So that we can give you intelligent co-operation without wasting your time, please make your inquiry as specific as possible. *Packaging Division, Celluloid Corporation, 10 E. 40th Street, New York City. Established 1872. Sole Producer of Celluloid, Lumarith, and Protectoid. (Trademarks Reg. U. S. Pat. Off.)*

**IF YOU ARE WORKING ON A TRANSPARENT PACKAGE,**



*Get in touch with*  
**CELLULOID**



# 500,000,000 REASONS

*why you should consider*

**G**UARDIAN SAFETY SEALS have successfully sealed more than FIVE HUNDRED MILLION wine and liquor bottles . . . FIVE HUNDRED MILLION reasons why you can confidently consider Guardians for your products—especially since their advantages are in no way limited to wines and liquors. Think how your customers would welcome the absolute protection against substitution and leakage, the fingertip ease of opening, the air-tight, non-spill reclosing, of Guardian Safety Seals. Put these silent salesmen to work for your product . . . Write us.

## GUARDIAN

*Safety Seals*

35 EAST WACKER DRIVE, CHICAGO, ILLINOIS





BAD DAY FOR  
PAPER MAKING?

not at White Pigeon,  
it isn't!

For at White Pigeon, where the world's most modern coating mill turns out clay-coated carton board . . . neither rain, nor snow, nor heat of day can change the uniformity of the board by a single whit.

White Pigeon boasts a completely air-conditioned mill that is the outstanding achievement, to date, of air-controlling engineers. Which may be a gold-star in their books . . . but certainly can be a four-star saving for you. Here's how. The product of this mill, Bend-Well Air-

Conditioned Clay-Coated Board . . . having a constant moisture content and a degree of uniformity hitherto unobtainable . . . folds better, prints better, wears better and works better.

In short, a better board, a better package and, often, lower production costs in the carton plant.

It's worth looking into, this new Eddy Paper Corporation product. Send for samples and complete details, today, about—

**BEND-WELL**

AIR CONDITIONED—Clay Coated Folding Boxboard  
**THE EDDY PAPER CORPORATION**

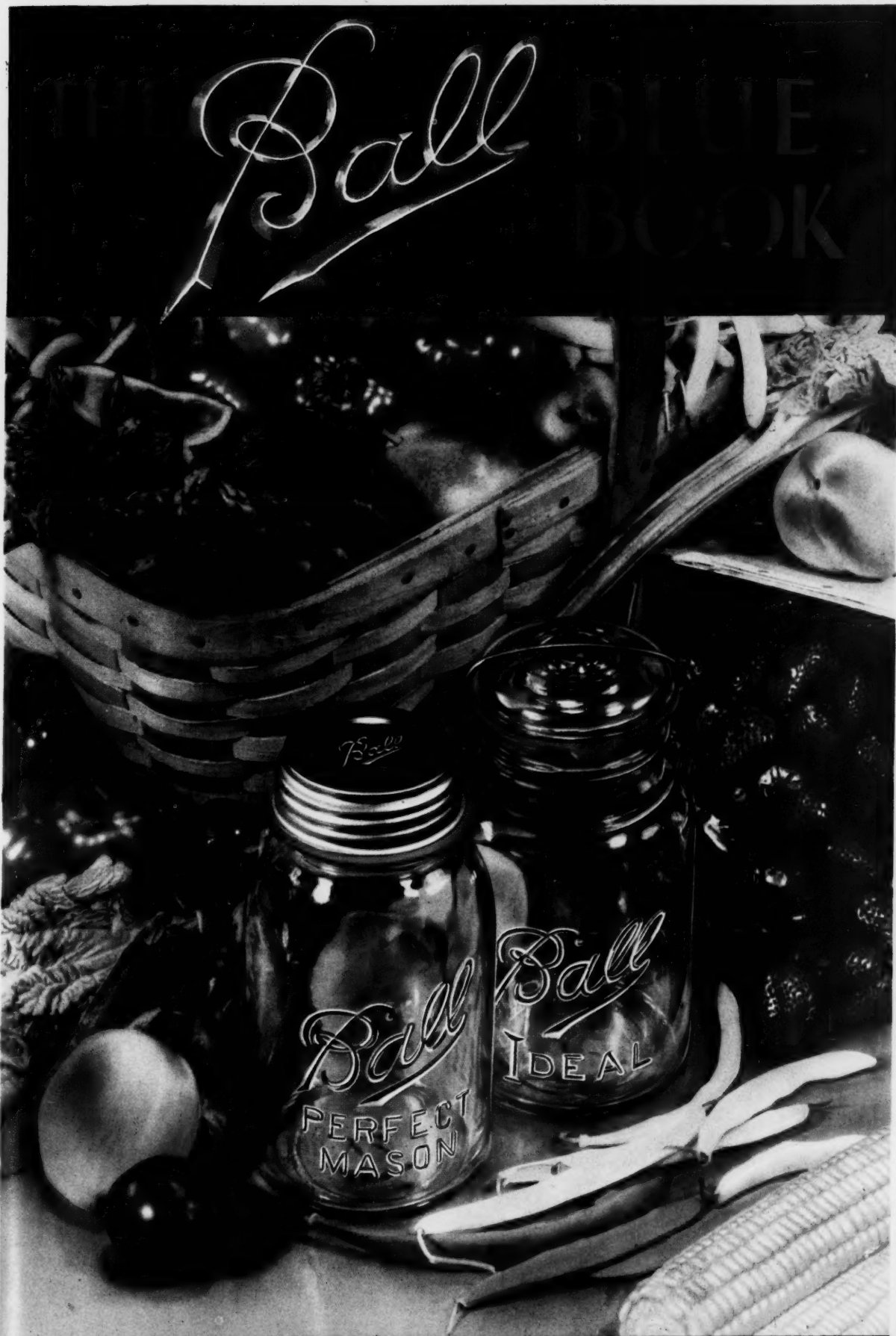
General Offices and Plant: White Pigeon, Mich.  
Chicago: Palmolive Building      New York: Postum Building

We Do Not Manufacture Folding Cartons



# HI-GLOSS TRADE MARK REG'D ONE IMPRESSION OFFSET INKS

MADE BY POPE & GRAY INC. 95 MORTON ST., NEW YORK CITY



BRINGS SUMMER FRESHNESS TO WINTER NEEDS

Used by courtesy of Ball Brothers Company

LITHOGRAPHED ON OFFSET PRESS BY FORBES LITHOGRAPH CO., BOSTON

*There is no varnish on this sheet.*

YELLOW

RED

DK. BLUE

LT. BLUE

SEE ILLUSTRATION ON REVERSE SIDE

USE  
**HI-GLOSS**  
(REG. U.S. PAT. OFFICE)  
FOR VIVID AND  
BRILLIANT COLOR REPRODUCTIONS  
OFFSET INKS

THESE new inks give sharper details, — greater contrast and intensity of color than any ordinary inks.

Because of greater transparency and purity of shade four Hi-Gloss colors will give a more faithful reproduction than seven regular colors.

Already established in the label field, Hi-Gloss inks are now offered for the highest type of Art Work. They are made by the originators of HI-GLOSS overprint varnish.

**POPE & GRAY INC.**

95 MORTON ST. NEW YORK CITY

*The illustration on the reverse side was lithographed by FORBES with HI-GLOSS OFFSET INKS*



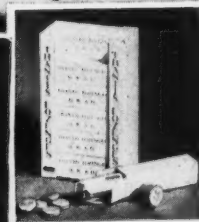
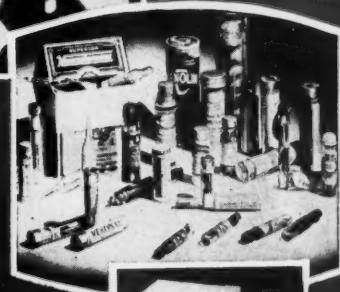
*A Prospector's*  
**SAMPLE**  
*Started the*  
*Gold Rush of '48*

**O**N January 19th, 1848, James W. Marshall picked up a peculiar sample of yellow metal from the tail-race of Sutter's sawmill in El Dorado County, California. Marshall's nugget — the first of the great modern gold discoveries—set the world afire. Samples panned from nearby streams and hills blazed an international trail which wrote vital and thrilling pages into American history.

Sensational stories of sales success follow sampling in modern markets of the world. And Kimble Glass Vials—serving as fleet-footed carriers of hundreds of popular products—are pointing the way for manufacturers of drugs and perfumes, pharmaceuticals, chemicals, oils, candies, cosmetics. Samples of liquids and powders—salts and capsules—extracts, serums, pills and food products—are packed in colorfully labelled Kimble Vials and spread to the buying centers of the nation.

Kimble Glass Vials lend themselves so ideally to sampling and packaging because they are available for Dropper Tops, Screw Caps, Slip Caps, cork or wood closures, Shaker Tops, Re-Seal-Its, and scores of other special designs. Kimble Vials are annealed for maximum strength and are strain-free, moisture-proof and liquid-tight.

*For safety and success sample and package in Kimble Vials!*



*The Visible Guarantee of Invisible Quality*

**KIMBLE GLASS COMPANY . . . . VINELAND, N. J.**

NEW YORK . . CHICAGO . . PHILADELPHIA . . DETROIT . . BOSTON

OCTOBER 1937

17





## ME....I've Been Surveyed!

My innermost secrets have been found out. A girl just has no private life these days! And now, my publishers have found me passing from hand to hand in a manner simply shocking. Seems like everybody reads me . . . everybody likes me . . . everybody keeps me (on file)!

And all the sordid details are down in black and white and red...with illustrations...and exhibits from A to Z... in a booklet you'll probably receive in the next few days. If you don't . . . and wish you had . . . write me and I'll let you in on it.

**Whoops! MODERN PACKAGING**  
425 FOURTH AVENUE • NEW YORK, N. Y.







WASTE NO TIME  
ON VAIN REGRETS

BECAUSE YOU FAILED TO DEVELOP

A SPECIAL HOLIDAY PACKAGE.

OUR TREMENDOUS SELECTION OF

EXCELL-ORIBBON PATTERNS WILL GIVE

YOUR PACKAGES TRUE HOLIDAY DISTINCTION

AT MINIMUM COST...WITH MINIMUM FUSS.

**EXCELLO**  
REG. U.S. PATENT OFFICE  
**RIBBON**

LICENSED UNDER OR PROTECTED BY ONE OR  
MORE OF THE FOLLOWING U. S. PATENTS:  
NOS. 1,406,148—1,867,405 AND 1,867,314.

Made of

**Cellophane**  
TRADE MARK



**FREYDBERG BROS., Inc.**  
STAMFORD CONNECTICUT

# Bargain IN Visibility

● One of the most adaptable of all transparent containers is the U.S.E. View-Pac envelope illustrated below. It is also one of the easiest to load and close. Four styles of closure make it a very versatile package, suitable for a wide variety of products.

Many of the millions of transparent containers made by U. S. E. (the largest maker of such packages in the world, by the way) are of special design. The Company offers a *complete* service in

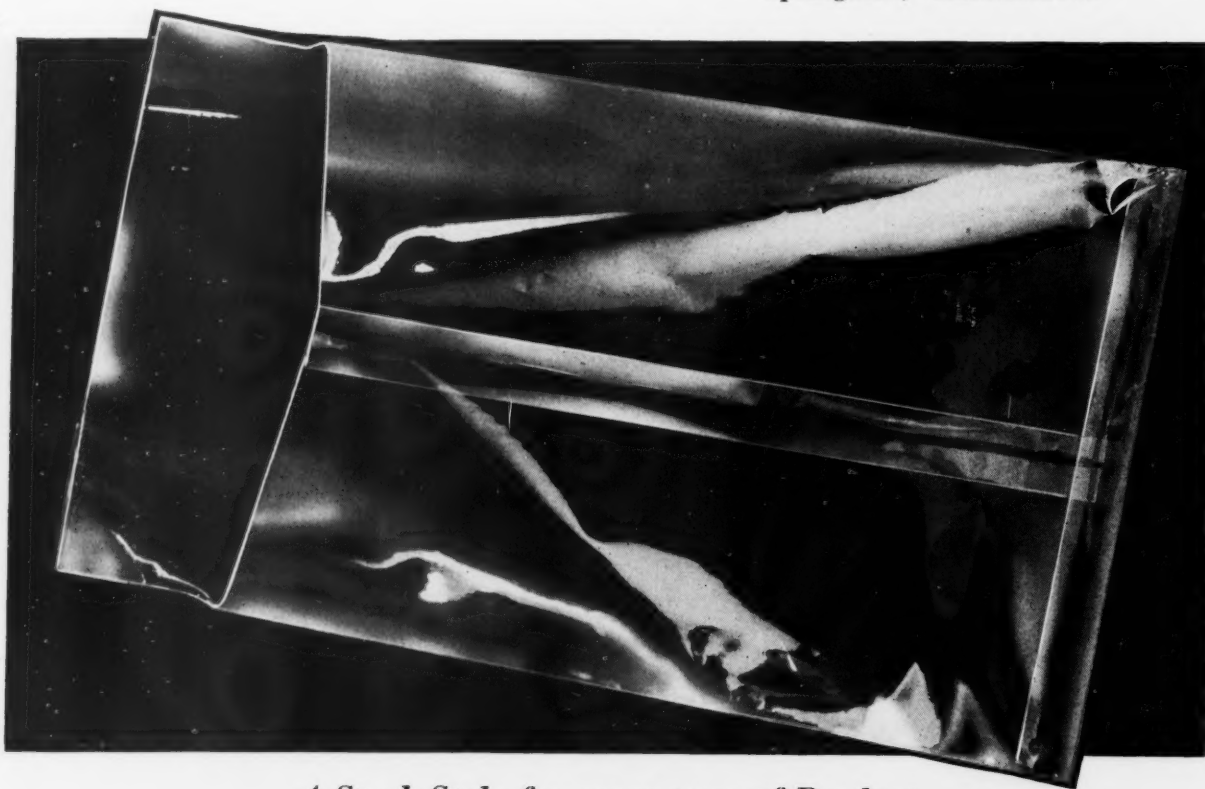
design—which means design in construction as well as design in ornamentation.

But in addition to this specialized service, and growing out of a wide experience in packaging products of almost every conceivable size, shape and substance, U. S. E. specialists have developed a brilliantly adaptable line of seven stock styles of transparent containers (illustrated below), of which the View-Pac envelope is one.

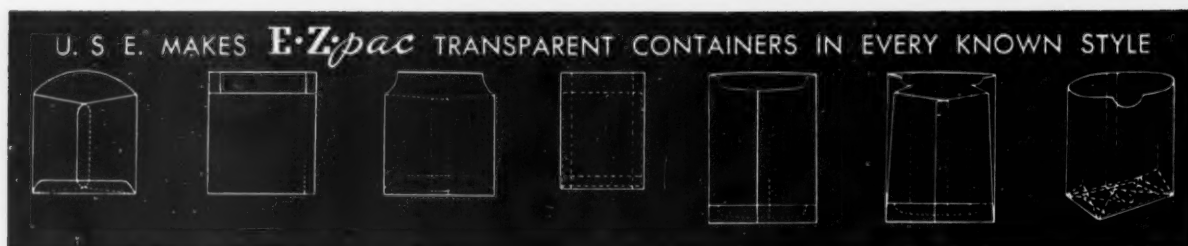
In its stock containers U. S. E. offers a choice of two to four types of closure in each style. Prices are in your favor because of the economies effected by U. S. E.'s modern facilities and mass production. Stock styles, printed or plain, come in all suitable transparent materials and combinations of materials.

If you are a user of transparent bags or envelopes, or expect to be, you will do well to investigate U. S. E. service first. For suggestions and samples write—

*Transparent Container Department*  
**UNITED STATES ENVELOPE CO.**  
Springfield, Massachusetts



*A Stock Style for every type of Product*



# ROSEBUD



One of the many weights, colors,  
and embossings in the very  
complete line of WAREFOIL.  
Available in rolls of 26-inch width,  
sheets up to 60 inches in length.

*Write for Information*

**McLAURIN-JONES COMPANY**

Mills at BROOKFIELD and WARE, MASSACHUSETTS

Offices: New York, Chicago and Los Angeles





DO YOU HAVE AN  
*Unusual*  
 PACKAGING  
 PROBLEM?



JUST because it may never have been done before is no deterrent to the A.C.M. staff of master designers. Creative construction as well as design and color harmony is a part of their daily task in developing packages of every type and variety. A.C.M. offers you this valuable service without extra cost. And, we bring you A.C.M. Clay Coated Carton Board, the only folding boxboard made by our exclusive continuous process . . . the only single coated board that is actually double coated . . . first a prime coat, then a regular coat of fine white liquid clay. Better bending, more sturdy and rigid, a super-smooth, whiter printing surface, greater uniformity of quality, flashing brilliance of colors and varnish . . . these and other superior advantages are yours only when you specify A.C.M. Clay Coated Cartons and Carton Board. Write for suggestions, samples, and prices.



THE WORLD'S LARGEST PRODUCERS OF CLAY COATED CARTONS AND CARTON BOARD

AMERICAN COATING MILLS, INC.

*Main Office and Plant • Elkhart, Indiana*

CHICAGO OFFICE • WRIGLEY BUILDING NEW YORK OFFICE • 22 EAST 40th STREET

Copyright 1937 by American Coating Mills, Inc.

OCTOBER 1937

21



# Speaking for the

## "Use easy-to-open seals," urge editors who know women

A lot of glass packages *must* have seals that are hard to open. Otherwise these editors wouldn't give the matter a thought.

Might you be one of the packers at whom the editors are pointing fingers?

Do women have to call for help when they try to open your package?

Do they have to hammer the edges to loosen the seal?

Do they have to hold it under the water faucet to make it let go?

Do they have to use a towel to get enough grip and protect their dainty fingers?

ARE YOU SURE they don't, or are you just taking it for granted that your seals are easy to remove?

Here's one thing you *can* be sure of: with Alseco Seals they need just their hands and ordinary womanly strength. Women can remove Alseco Seals easiest because each seal is "tailored to the container," not screwed on and wedged tightly. This fact and high sealing efficiency are the main reasons why so many glass packers use Alseco Seals. ALUMINUM SEAL CO., Dept. P-10, New Kensington, Pa.

*Alseco* SEALS  
AND SEALING MACHINES

Trade Mark Reg.

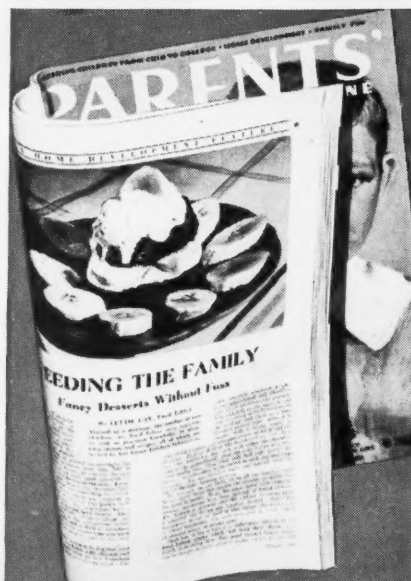


U. S. Pat. Off.



"The homemaker appreciates a container that's useful . . . one that's convenient to open and to close again after the seal is broken."

Edna Van Horn  
Assistant Editor  
Better Homes &  
Gardens



"In my opinion, many excellent products are less popular than they deserve to be because women find it hard to remove the seals."

Food Editor  
Parents' Magazine



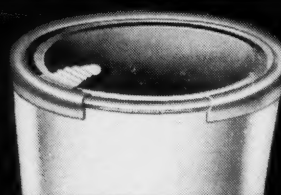
Small R-O Seal



Large R-O Seal



Goldy Seal

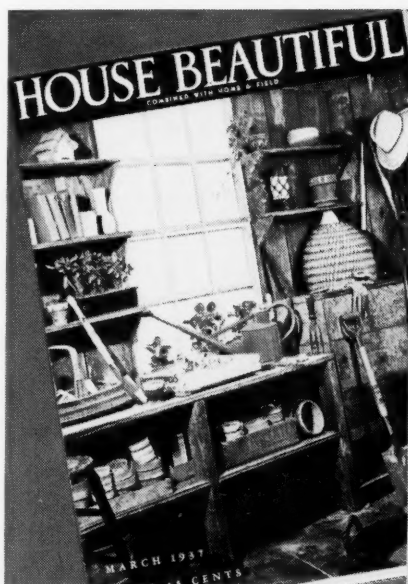


Goldy Tumbler Seal





# Housewives of America



"Nothing is more exasperating than containers that can't be opened in a jiffy. Women much prefer to buy jars and bottles they can open without a tool kit or a ruffled temper."

Frances T. Heard  
Assistant Editor  
House Beautiful



"Containers with easy-to-open seals are more frequently used. This feature influences buyers as they make their selections as well as does the quality of the product."

Home Service Center, Woman's Home Companion



"It surprises me and irritates housewives to find excellent products with hard-to-open seals. Make it easy!"

Frances Herrick  
Associate Editor  
Delineator



"EASY TO OPEN; EASY TO CLOSE is a good slogan for every package or container that comes into the home."

Esther Kimmel  
Food & Home  
Management Editor  
Pictorial Review



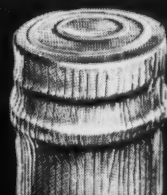
Goldy Reclosure



Cover Cap

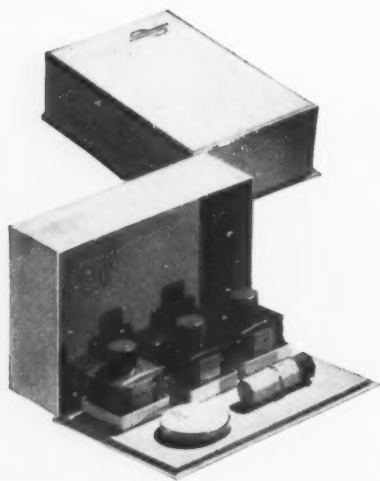


Foil Tumbler Seal



Alseco Foil Capsule

"WHAT'S ALL THE EXCITEMENT IN THE MACHINE SHOP?"  
 "YOU OUGHT TO SEE THAT NEW MACHINE TURN OUT PACKAGES!"



A new machine specially developed to make a new package. Or, perhaps, a new machine to make an established package faster and more economically. Both are frequent installations in the Ritchie factory.

*Your* package may not require special machinery. But when made by Ritchie it has behind it all the experience and resources of one of America's oldest and largest paper box manufacturers. Made by Ritchie, your package has the obvious advantages of our constant research on how to make better and more economical *Packages that Sell!*

*"Show the Ritchie Man In"* He knows how your package can become an important *merchandising* factor — how it can reinforce your advertising at the point of sale — how it can be designed to appeal to *your* market; in short, how it can help you to increase your sales.

*Set-up Paper Boxes — Fibre Cans*

**W. C. RITCHIE AND COMPANY • 8849 BALTIMORE AVENUE • CHICAGO**  
 NEW YORK    PHILADELPHIA    DETROIT    CINCINNATI    LOS ANGELES    ST. LOUIS    MINNEAPOLIS    FT. WAYNE

**"WRAP"**  
it in  
**LACQUER**



**FOR**

**SPARKLING** brilliance of color.  
**PROTECTION** against moisture, grease, and dirt.

**PREVENTION** of marring and scratching, cracking and peeling.

**HEIGHTENED** impression of freshness and quality.

**RESISTANCE** to wear and tear in handling.

**SPIC-and-SPAN** appearance.  
**AID** in competition on dealers' shelves.

Ask ZAPON to work with you on paper lacquer problems.



WESTERN SALES  
ZAPON DIVISION  
ATLAS POWDER COMPANY  
Stamford, Conn.



WESTERN SALES  
ZAPON-BREVOLITE DIVISION  
ATLAS POWDER COMPANY  
North Chicago, Ill.

**INDUSTRIAL FINISHES**





Many tobacco packages  
now use **DIAFANE**



Have you noticed how many popular brands of smoking and chewing tobacco are now wrapped in Riegel's Diafane? There must be a reason—and the reason is that Diafane offers high transparency, maximum moisture protection and a glossy, lacquered surface at a 40% saving over the cost of other transparent wrapping materials. Diafane can be sealed with heat or glue and will work perfectly on your present wrapping machines.

RIEDEL PAPER CORPORATION  
342 Madison Avenue  
New York, N. Y.

*Write for  
Samples*

**DIAFANE** CAN HELP  
YOU TOO!

# FIGUREHEAD FOR A FANCY PACKET



● Credit half the romance of the sea to seamen's love of fresh paint and polished brass. And credit many a business success with this simple fact that sailors have always known: That there's both pride and profit in presenting your product as handsomely as possible. Whether it's a ship or a skiff, soap or salt, a shirt or a smoke—it pays to *package it right*.

The Gardner-Richardson Company has persisted in this belief

for many years. And to encourage the use of modern packages it has established a complete package-design department. In this department have been created scores of the packages that, at this very moment, are stimulating sales in thousands of retail stores. This same department, manned by packaging experts, is always at your service—ready to improve your present package or to create a new one for you.

If you agree that *packaging it right* is a source of both progress and pride let us assist you in creating cartons that turn to good account the public's love of color, novelty and compelling design.

*Among our most popular cartons are: LITHWITE—a brilliantly white carton that prints magnificently and is moderately priced. HYDRO-TITE—specially made to hold products of a hygroscopic nature—highly moisture resistant. GREASENE—widely used for packaging products of grease content. Grease will not penetrate this carton or cause it to discolor.*

## THE GARDNER-RICHARDSON CO.

Middletown, Ohio

MANUFACTURERS OF FOLDING CARTONS AND BOXBOARD



**ALL THE COLOR OF AN ARTIST'S PALETTE  
AT YOUR COMMAND in beautiful  
RIBBONETTE**



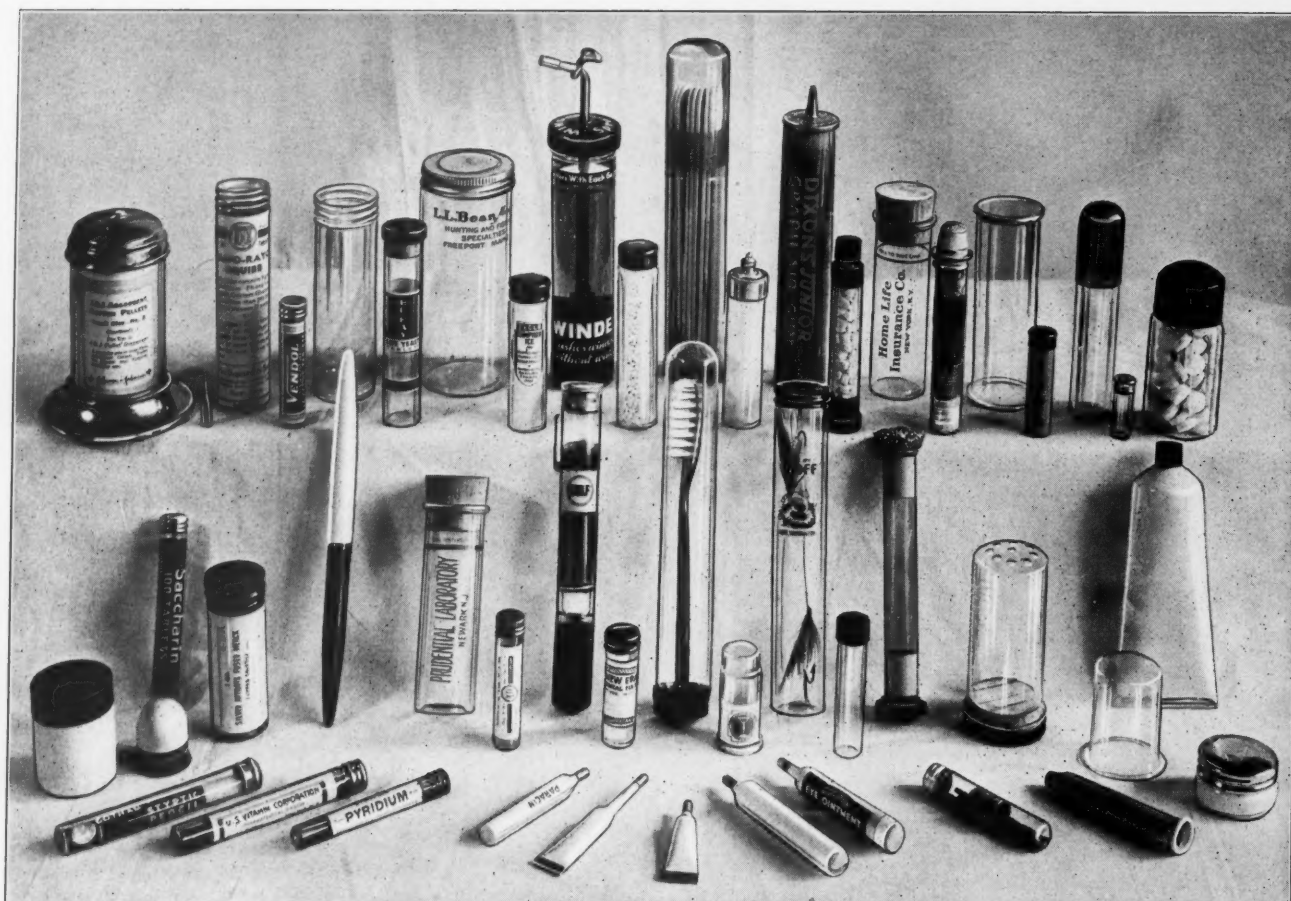
Many manufacturers realize that their packages lack sufficient colorful quality, yet hesitate to change an expensive box or carton. Many of these have found, in Ribbonette package ties, the ideal solution to their problem. With Ribbonette . . . strong, sturdy, easily tied, inexpensive and, above all, unequalled in beauty of color, texture and tone . . . they find their packages winning extra display, extra attention and hence, extra sales.

Let us show you, by tying your own packages with appropriate patterns of Ribbonette, just what this may mean to you. Send your packages. We'll tie them and return them without obligation.

**CHICAGO PRINTED STRING COMPANY**

2319 LOGAN BLVD., CHICAGO, ILL.

225 FIFTH AVENUE, NEW YORK



Can you say to your customers:

**"None of these containers will break!"**



**UNBREAKABLE  
COLORFUL  
FEATHERWEIGHT**

**TRANSPARENT  
or OPAQUE**

***Hycoloid***

*Labeled in process of production*

That means that the product you offer in a Hycoloid container will win goodwill from your ultimate consumer; that your mailings of samples will be absolutely protected....

Note the wide range of decorative effects and "labeling"—offset *directly* on the container—to serve as a constant "reminder." That's important, because Hycoloids serve for re-use purposes, long after the contents are spent.

For sheer beauty, you cannot beat Hycoloids; for practical utility they excel all others because they have *eye-appeal* and are unbreakable!

*Write for complete information*

**HYGIENIC TUBE & CONTAINER CO.**

42 Avenue L,

Newark, N. J.



# Beauty mask

## PAPER AND PAPER PACKAGES

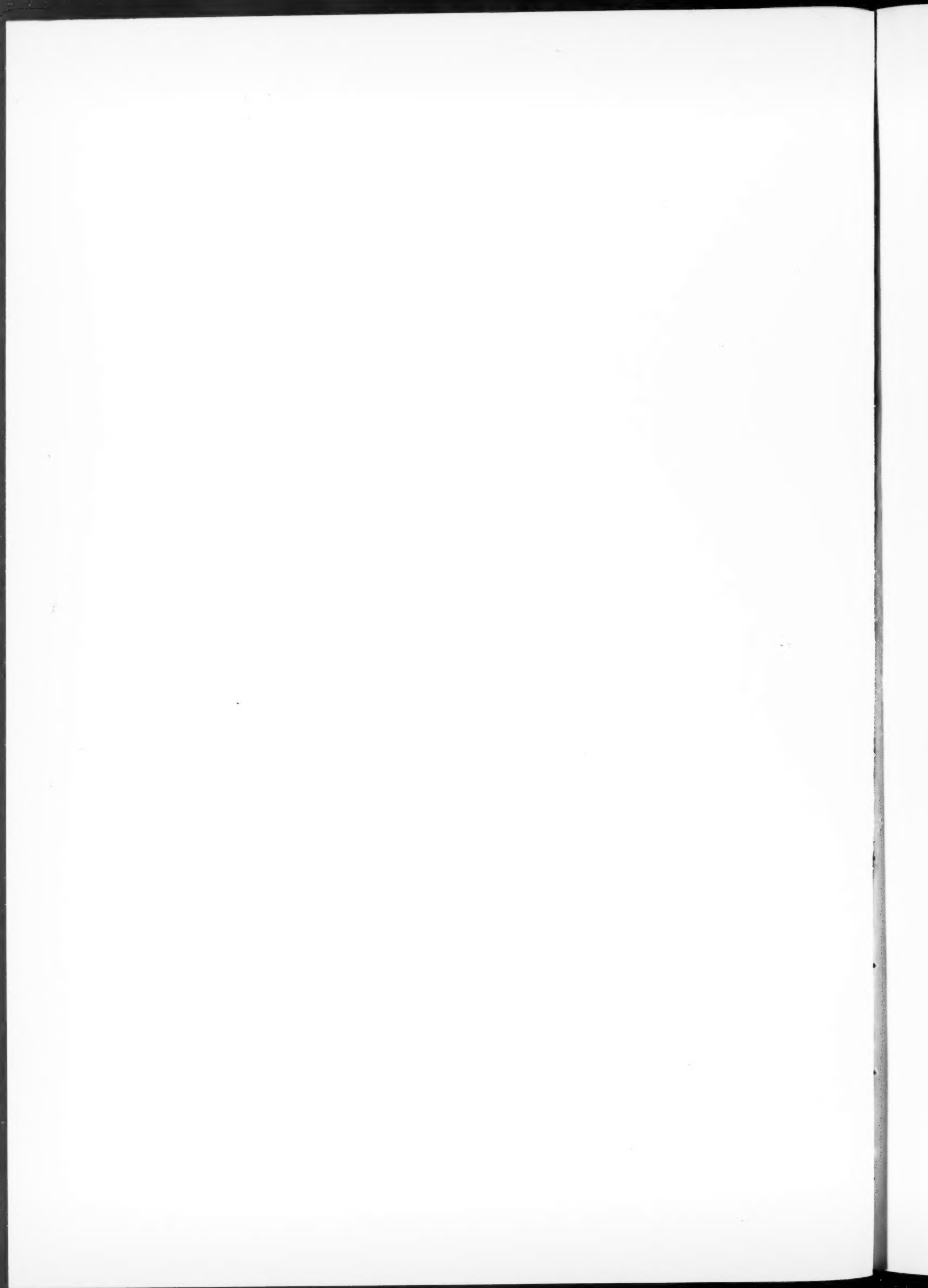
As cosmetics provide a beauty-mask for additional feminine charm, so do EGYPTIAN PAPER LACQUERS perform a like function for the products of the packaging industry. A beauty-mask for the package . . . A clear, water-white, transparent film of EGYPTIAN PAPER LACQUER . . . A film which brings out and protects the true beauty of design and printing craftsmanship of the package. • In addition to EGYPTIAN PAPER LACQUERS formulated for decorative and protective value there are a number of lacquers intended for use where moisture and grease resistance are important factors . . . Pigmented Paper Enamels and a variety of novelty finishes of interest to the box-wrap trade are also available. • All EGYPTIAN PAPER LACQUERS are furnished for application on roll coat equipment, either of the sheet or web type. • We invite your inquiry for further details.

THE EGYPTIAN LACQUER MANUFACTURING COMPANY  
Rockefeller Center, New York, N. Y.

This insert is treated with one coat of EGYPTIAN PAPER LACQUER.

**EGYPTIAN LACQUER**





**CRASHING THRU!...**



**% Greater Sales**

Serially or singly Packaged

• products go on Parade toward swift Sales in . . . .

● **BREAKING INTO HEADLINES** of public interest! Smart Container design and decoration crashes thru ordinary package placements to gain front row attention on shelf and counter.

● **"NATIONAL"** originates practical and decorative features that consolidate Container satisfaction with merchandising supremacy.

*Containers*

by **"NATIONAL"**

NATIONAL CAN CORPORATION • EXECUTIVE OFFICES • 110 E. 42nd ST., NEW YORK  
SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION  
Sales Offices and Plants • New York City • Baltimore • Maspeth, N. Y. • Chicago • Boston • Detroit • Hamilton, Ohio

OCTOBER 1937

29

# How can you sell a man something he already has?

## HERE'S GEM'S ANSWER:

**T**HE average drug store gets razor deals by the dozen . . . all featuring something a man may not even want. You've got to do an outstanding merchandising job to even catch a prospect's attention, let alone sell him.

So for their campaign this fall, Gem packaged blades and a razor in a "streamlined" molded Durez box. It's distinctively styled, long on eye-appeal and desirability . . . and its utility makes it a real sales clincher. Once sold, it helps to keep the buyer satisfied . . . it won't peel or dog-ear, it's unaffected by soap or water. Gem, sold on its value before the deal started, has found that sales justified their confidence.

If you, also, have an unusual merchandising problem that might be solved by a custom-tailored package or display, investigate Durez, the modern molded plastic. It is strong, light in weight, has unlimited design possibilities and is available in many colors. For further information and free copies of "Packaging News" write General Plastics Inc., 1210 Walck Road, North Tonawanda, N. Y.



# DUREZ

*The Modern Packaging Material*



NOBODY SEES  
ME - I'M A  
WALLFLOWER



EVERYONE



SEES ME  
I'M PACKED  
TO ATTRACT

# Color MAKES THE DIFFERENCE AND THE DIFFERENCE MAKES Sales

If people don't see your product, they won't buy. That's fundamental. Pack in a container that's sure to be seen. Use COLOR. Dress up your product in colorful, modern Maryland Blue Bottles and there's an almost magic result: WINDOW DRESSERS single them out because these colorful, modern containers help them build windows that stop shoppers. RETAILERS put them into open table and counter displays because they attract

attention and stimulate sales. CONSUMERS are inspired to eye them and buy them by the impression of purity and quality they get from the rich blue color. AND YOU reap the sales increase that comes to a good product when it is colorfully packed to attract.

*Write for Samples*, and tell us, please, the nature of your product and the sizes in which it is packed. Maryland Glass Corporation, Baltimore, Md. New York Representative: 270 Broadway, New York. Pacific Coast Representative: Owens-Illinois Pacific Coast Co., San Francisco.

PACK TO ATTRACT IN

## Maryland Blue BOTTLES



WANT  
CRYSTAL CLEAR BOTTLES?

Send for  
samples of  
Maryland Flint



# SUN TUBE

**-solves another  
sampling problem!**

Sun Tube's Unitainers are practically perfect for sampling pastes, powders or liquids. They're convenient and good-looking, unbreakable and leakproof. They're light in weight and surprisingly low in cost. Sun Unitainers are supplied complete and ready for filling; Sun's clients are relieved of production details and the expense of equipping for occasional sampling campaigns. Sun is solving sampling and packaging problems for several nationally-advertised products. Perhaps Unitainers are exactly the container *your* product needs.

**SUN TUBE CORPORATION • HILLSIDE, N. J.**

CHICAGO, ILL.

Harry Holland & Son, Inc.  
400 W. Madison St.

DETROIT, MICH.

Harry Holland & Son, Inc.  
1941 W. Fort St.

CINCINNATI, OHIO

R. B. Busch  
1012 Elm Street

ST. PAUL, MINN.

Alexander Seymour  
1745 University Ave.

LOS ANGELES, CALIF.

R. G. F. Byington  
1709 West 8th St.



# SYLPHRAP-Sylvania Cellophane

(Reg. U. S. Pat. Off.)

## Protects and Gives Display Value to Gillette Packages



A real "he man" appreciates a blade that gives a real shave. ¶ He also appreciates having his packages of Blades and Razors wrapped in the bright, sparkling, transparent wrap—SYLPHRAP—Sylvania cellophane, which keeps the packages clean and sanitary. ¶ The manufacturers of Gillette Blades and Razors appreciate the importance of properly protected packages and the hygienic value of Sylvania cellophane to accomplish this purpose.

**SYLPHRAP — "Quality's Best Attire"**

MANUFACTURED BY

**SYLVANIA INDUSTRIAL CORPORATION**

Executive and Sales Offices: 122 East 42nd Street, New York

**BRANCH SALES OFFICES**  
 427 West Randolph Street, Chicago, Ill.  
 120 Marietta Street, Atlanta, Ga.  
 809 Santa Fe Building, Dallas, Tex.  
 201 Devonshire Street, Boston, Mass.  
 260 South Broad Street, Philadelphia, Pa.



**PACIFIC COAST**  
 Blake, Mollitt & Towne  
 Offices and Warehouses in Principal Cities  
**CANADA**  
 Victoria Paper and Twine Co., Ltd.  
 Toronto and Montreal



P  
P

# D U S T R Y



PACKAGES

BY ROYAL

*I*ndustry moves as its products move into consumers' hands. Volume is the all-important factor.

Sparkling Bags by Royal add an invaluable appeal to many products at the point of sale—are often a final factor in their choice over competing products.

Royal will be glad to assist you in developing a package which will give your product this added advantage. Write for information.

**THOMAS M ROYAL & CO Philadelphia U S A**

NEW YORK  
MINNEAPOLIS

CHICAGO  
SAN FRANCISCO

DETROIT  
DAYTON

PITTSBURGH  
SYRACUSE

BOSTON  
DENVER ATLANTA

ST. LOUIS  
DALLAS

# IT'S NEWS

---

## when it happens only once in two hundred years

And it *is* news when its benefits become so far reaching as to affect millions of people.

In 1928, just 200 years after European tin plate makers first used a cylindrical roll, eliminating the tedious process of hammering out iron plates by hand . . . came news that a tin plate maker in this country, pioneering with a new process involving modern mechanical principles, had built a new kind of mill and had succeeded in "cold reducing" coils of hot rolled steel into commercial gauges and sizes for tinning.

The new process was virtually a discovery . . . leading to revolutionary manufacturing methods which have proved to be the chief major improvement in tin plate making in two long centuries.

And discovery *is* news.

But discovery is even less important than the fact that it made possible a new product . . . DUCTILLITE Tin Plate.

DUCTILLITE Tin Plate *is* news.

DUCTILLITE is an accomplishment coming out of discovery . . . a vastly better tin plate with superior qualities long needed for every kind of product packed in cans.

DUCTILLITE is news because, in only nine short years, it has won a place in industry that has required the Wheeling Steel Corporation to install a second and now a third, larger, faster, and more efficient mill to meet the demand for its unique qualities.

DUCTILLITE Tin Plate today knows no restrictions in its service to fabricators and to the canning and packing industries; Wheeling production now includes DUCTILLITE Tin Plate for ends and bodies of sanitary cans, for beer cans . . . *for every part of the container.*

DUCTILLITE today is news because for growers, as well as for packers, it has helped to broaden their existing markets and to open up for them new opportunities. To consumers everywhere, in populous centers or in the remote places of the world, better tin containers mean year-round enjoyment of the finest foods and the choicest delicacies produced by Nature . . . *always fresh*, no matter where they were packed; *always safe*, no matter how far they traveled or how long on the way.

Today, DUCTILLITE Tin Plate is news because it has climaxed nine years of progress and accom-







plishment by its unquestioned performance in all fields of tin plate fabricating and packaging. Definitely this modern tin plate, pioneered by Wheeling, has made for economy as well as efficiency . . . it *does* reduce scrap loss; it *does* effect economy in sizes . . . it *does* speed up fabricating and packing operations . . . it *does* provide greater resistance to corrosion . . . it *does* make possible the safe and permanent packaging of certain fruits and other products on a commercial scale never before found practicable.

Old style tin plate served well . . . within limitations . . . but there was a need for a tin plate that would serve better. It was inevitable. In time someone would produce it. Recognizing this, Wheeling accepted the responsibility for its own . . . and went to work. Despite reverses and discouragements, Wheeling succeeded. The result is news . . . it is DUCTILLITE Tin Plate . . . successively solving one problem after another until today it is quite generally conceded that the performance of this modern tin plate transcends its discovery and development. First came tin plate . . . then DUCTILLITE.

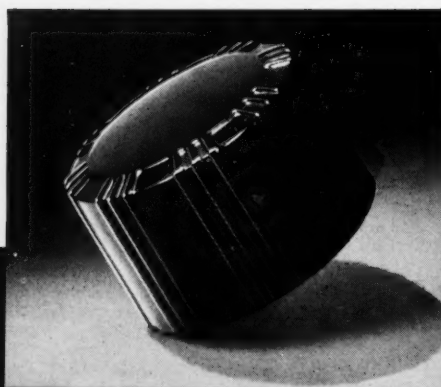
Copyright 1937 by Wheeling Steel Corporation, Wheeling, W. Va.

*Ductillite* IT'S  
WHEELING STEEL

REG. U. S. PAT. OFF.

# The Cap that never fails...

Men in ships depend upon "the light that never fails" to protect their lives. Far-sighted business men depend upon Owens-Illinois Salescaps to protect their products and their sales. Efficient sealing and resealing with correctly lined Salescaps... safeguard your product at each step in distribution and use. Outstanding sales effectiveness is assured by smart Owens-Illinois designs—offered in a complete variety of styles and sizes. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.



**OWENS-ILLINOIS**  
*Salescaps*

**PROTECT YOUR PRODUCT AND YOUR SALES**

# MODERN PACKAGING

OCTOBER 1937 VOLUME II NUMBER 2

C. A. BRESKIN, PUBLISHER, D. E. A. CHARLTON, EDITOR  
ALBERT Q. MAISEL, MANAGING EDITOR, ROLAND COLE, ASSOCIATE EDITOR

## DEL MONTE LAUNCHES RE-LABELING

### **Takes Initiative for Adequate Consumer Information**

WHILE THE DRUG AND COSMETIC BILLS languish in Congressional red tape, and the bugaboo of Government grading has temporarily ceased to fill the business journals, things are happening. Many individual firms and a few entire industries have taken the bull by the horns and the consumer into their confidence in a way that may prove to have significant and far-reaching consequences.

In the textile fields the movement for fibre identification and adequate consumer information on quality, washability, and similar points has made great progress. Major trade journals such as *Retailing* have devoted special editions to the study of the trend. The National Retail Dry Goods Association has set up special boards to cooperate with consumer organizations in developing and controlling the tendency.

In the food-packing industries, the trend has long veered towards more adequate description and grading of qualities, sizes, and types of pack. The Great Atlantic and Pacific Tea Co., as well as several other private-brand packers, has boldly adopted the grading policy, based on the indication of grades by letters, and advocated by the most persistent advocates of Govern-

ment grading. Others, notably Libby, McNeill and Libby, have resorted to the "descriptive" type of label, as opposed to the "symbolic" or letter-grading type, to tell the consumer exactly what is in the can.

### **Work Started Two Years Ago**

The California Packing Corp. now launches a re-labeling project of major proportions. For two years the company has been working out a re-labeling program for its Del Monte line. October and November magazines in the women's and home economics' fields will carry single-page and double-truck advertisements in full color announcing the new labels and policy. The new labels will be for the major part of all products in the 1937 pack.

With the acceptance of the policy of providing complete and detailed public information by so large a producer, the trend will undoubtedly become an avalanche. New legislation regulating such labels further need not therefore be looked for for another term of years unless the packers fall out among themselves on nomenclature or methods of phrasing.

The question may be asked, Are the packagers merely bowing before the oncoming storm or do they find definite benefits in the new tendency? Benefits have most certainly accrued to those who were among the first to provide such information, although the extent of the consumer demand for such details has often been



challenged. The essential question, however, is how much benefit will result from the new labeling policy when all or most packers have adopted it? Here, an examination of the methods followed by California Packing Corp. in promoting the re-designs discloses certain definite benefits for the dealer, jobber and packer, in addition to those claimed for the consumer.

### New Labels Will Cut Returns

Dealers, in particular, find that the new label tends to vastly decrease or eliminate the dissatisfaction and even actual returns arising from a misconception on the consumer's part as to contents, number, type or quality. Packers who once feared the effect of detailed labeling as tending to eliminate differences between brands, now are discovering that brand names still bear their old potency and that the detailed cross-references to other varieties of pack actually serve to introduce the consumer to new ways of using the product.

The contrast between the new and the old style Del Monte labels can best be studied by referring to the accompanying chart. The different approach to the housewife becomes apparent the moment the can meets the eye. On the face of the label, usually just below and to the left of the familiar Del Monte brand marking (which has been retained), one finds the former notation as to "Net Weight" replaced by a statement of the "Contents." Below, the product is illustrated, not after some artist's idealized conception but exactly as it appears in the can. Whole fruit is shown whole. But, contrary to a procedure once customary with packers, halved, sliced and diced fruits are shown in their in-the-can state. Confusion as to the exact nature of the fruit is avoided by backing up the illustration with a picture of the whole fruit or vegetable. Thus tomato juice is shown in a glass, set against a background of tomatoes. Cream style corn is shown in the dish with an ear of corn as background.

The product name, which always appears below the

illustration, includes a description of the state of the contents. Thus Sliced Peaches are easily distinguished from Peach Halves. Finally, an additional line has been added describing the contents still more explicitly in terms of number of servings. This permits the housewife to compare cans of various sizes and choose one which will most adequately meet her needs without shortage or waste. Fruit Cocktail is described as "approximately 3 1/2 cups—5 to 7 servings." Apricot Halves bear the notation, "approximately 18 to 24 halves in heavy syrup."

This descriptive form of notation is carried still further on the back label, which formerly closely resembled the front label with the product illustration eliminated. Replacing this, today, there appears a panel of type headed by a paragraph entitled, "How to Buy Del Monte Peaches"—or Apricots, or whatever the article might be.

### Sizes and Weights Given

Below this introduction stands a bold-face statement of the contents of the can, listing its size by number, the weight of the contents, the size of the fruit (i. e., large, medium, small, extra large), the number of pieces to a can or the number of servings and the type of syrup used.

Immediately below is a listing of other can sizes available plus a statement of the contents of each, both by weight and size of fruit and often by the number of pieces or servings.

If other styles of the fruit or vegetable are available (as, for instance, cream style corn, whole kernel corn and corn on the cob), or if any other element might confuse the consumer, further explanation is given in slightly smaller type below.

### Suggestions for Serving

Often suggestions for serving are likewise included on the labels. These, it has been found, play an important

Contrast between the old and new labels extends far beyond any single feature. Note the direct color photo, the absence of bronzing, the new back panel,

the revised wording, the elimination of the small side panel, and the generally cleaner effect which characterizes the new label. Photo shows the in-the-can state.



## HOW THE DEL MONTE LABELS ANSWER THE CONSUMER'S MOST COMMON QUESTIONS

### WHAT'S THE QUALITY?

Quality clearly indicated by the familiar Del Monte shield.

### WHAT'S IN THIS CAN?

Product illustrated just as it appears in the can—usually an actual photograph in natural color.

### WHAT'S THE STYLE?

Name of the product, the form or style in which it's packed, even the special variety, shown in large, clear type.

### HOW MANY WILL THIS CAN SERVE?

Approximate number of pieces, cups or servings in the can clearly stated under the product name.

### WHAT ELSE DOES A CONSUMER NEED TO KNOW ABOUT THIS PRODUCT?

Details are on the label. Contents of can, size of fruit, number of servings, richness of syrup, etc., all given together, plainly and exactly.

### WOULD ANOTHER CAN SIZE BE BETTER?

Helps her choose the exact size of can that will be thriftiest, and handiest, for her varying needs.

### WOULD ANOTHER STYLE FIT HER NEEDS BETTER?

Other styles listed for the consumer's convenience. Helps her to select the one best for her family, for any occasion. Suggests added variety.



Contrast between the old and new labels extends far beyond any single feature. Note the direct color photo, the absence of bronzing, the new back panel, the revised wording, the elimination of the small side panel and the generally cleaner effect which characterizes the new label.

part not only in inducing greater use of the item but also in retaining the good will of the first-time user. Such suggestions tend to help the consumer avoid serving or preparing it in the wrong way. A typical instance is found in the case of spinach which is packed unseasoned. The directions for serving indicate that it is to be seasoned to taste, followed by suggestions for use of both the spinach itself and the surplus liquid.

Finally, at the bottom of the informative panel, there appears the signature of the California Packing Corp. and the "Packed in U. S. A." legend.

The tremendous amount of detail work involved in the preparation of these labels for the hundreds of varieties of products has made the transition a long-time proposition. Every phrasing had to be tested and fully approved by consumers before final adoption. Each must be complete yet so simple in its structure as to clarify rather than confuse the mind of the less intelli-

gent buyer. While the first of these labels was used almost two years ago, it is only with the pack of the current season that Del Monte has felt itself able to publicize the change-over through national advertising. Because not all of the new pack has been re-labeled and some carry-over shelf stock will undoubtedly remain for a while, every advertisement carries the warning that the old packages contain products of the same quality and type.

A few other changes in the labels have been made not directly related to the informative angle. The use of bronzing on the Del Monte trademark has been eliminated, undoubtedly at a saving, in favor of a golden reddish yellow built up from the regular printing of the labels. Color photography has likewise been more widely used than at any previous time, only a small portion of the labels retaining the old style drawings. These will gradually be replaced.

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# Alcoa

## MODERNIZES

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COMPLETE RE-STYLING OF ALL BOXES AND cartons carrying aluminum products has been undertaken by Aluminum Company of America. The work, started several months ago, has been extended not only to the factories and plants of the company, but to those of its subsidiaries as well.

The old style cartons were inadequate for several reasons. Although strong and well made, their typography was poor and designs were hopelessly outmoded. On a typical box of The Aluminum Cooking Utensil Co., a subsidiary, for example, appeared in heavy black lettering "Aluminum Cooking Utensils Manufactured by The Aluminum Cooking Utensil Co., New Kensington, Pa."; also the Wear-Ever trademark. On two other sides was printed "Aluminum Cooking Utensils." In none of the boxes and cartons used by either subsidiaries or factories was there any attempt to utilize waste space for advertising purposes.

One of the first problems encountered in designing the new packages was that of color. Black lettering was too lifeless, it was felt, and numerous samples were submitted of lighter shades before one was accepted. Eventual choice was a medium blue. Having decided on a color, it was necessary to devise some method of

insuring uniformity. Such a problem would have been a set-up for the Munsell color code system, but unfortunately box makers and designers knew so little about the system that this thought had to be abandoned. The color problem eventually landed on the shoulders of a nationally known printing ink manufacturer who submitted ink color charts. Through the medium of these color charts, which are available throughout the country, it was possible to come to a quick decision as to the precise color needed. It is significant that the specifications for color matching were based on the final shade on the carton, rather than the original color of the ink. Remarkable uniformity has been obtained, considering that the cartons in use are by no means uniform in surface texture.

Having ironed out color difficulties, the next step was to secure a suitable design. A local art studio was consulted and samples submitted. The one chosen utilized a blue ball on the lower left hand corner, with twin bars of blue running across the lower edge of the box.\* The company's or subsidiary company's trademark was shrunk and incorporated in the ball. Between the bars appears a simple legend distinguishing the contents.

★ Reg. Trademark Aluminum Company of America.

1. The Aluminum Cooking Utensils Co. boxes have "Wear-Ever" in addition to new circle-and-bars design. New design at right.





Because it is the largest user of boxes in the entire organization, The Aluminum Cooking Utensil Co. was the "trial horse" for the venture. On cooking utensil boxes, prominence was given to the name, "Wear-Ever," and on the sides of each box was printed a large blue square containing the phrase "nature made aluminum friendly to food."

Another subsidiary of Aluminum Company of America is Kensington, Inc., whose product is gift-ware. Here again, radical carton changes were made. The new cartons for Kensington Ware are extremely simple in design, making effective use of the blue ball and parallel bars. The name "Kensington" appears on the box in distinctive script and the trademark is printed in blue on each box—a shield containing a capital "K" and a stag's head.

Modernization has been carried to Aluminum Seal Co. Seal cartons are distinguished by inclusion in the blue spot of the Alseco trademark and the firm name. The word "closures" identifies the contents. Four sides of the box carry identical markings; top and bottom are for shipping instructions and the box maker's seal.

Aluminum foil, intended for candy bars, gum wrappers and a thousand and one other uses, is another product marketed in the new cartons. The blue ball in this case carries the Aluminum Company's name and shield, and the words "aluminum foil" appear between the bars.

From its Massena (N. Y.) works, the company ships a variety of aluminum products, including electrical conductor cable and cable accessories. Boxes for these have identical patterns on all four sides—the blue ball with the company shield and name, and identifying legend.

Alcoa Albron Paste and Alcoa Albron Powder, the pigment portion of aluminum paint, are shipped chiefly in drums. The drum design originally included the name of company and product against a background showing the trademark with light rays radiating from it. The new design, worked out in blue for the powder containers, red for the paste, has the ball and bar theme and carries the same information in simplified form. The drums, which are steel, with reclosure covers, are finished in aluminum paint.

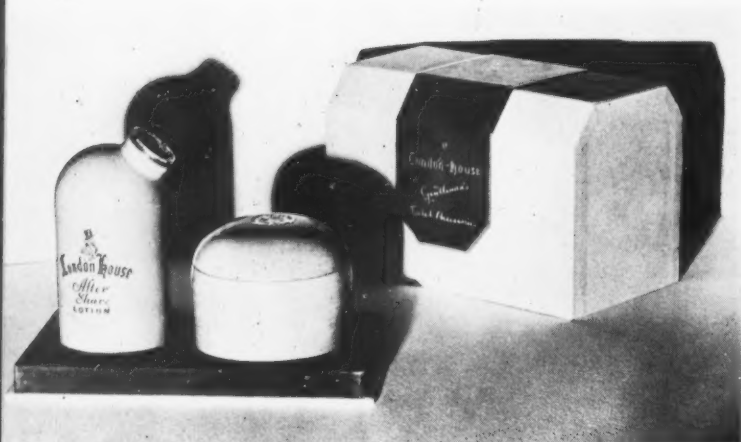
Many items come under no particular classification and for these a carton has been designed with the distinguishing blue ball, stars and parallel lines, and the simple caption "Aluminum Products."

Already aluminum products from the works at New Kensington, Detroit, and Massena are being shipped in the new containers. Work is being extended to the other works of the company and modernization of the entire line of cartons and boxes will be completed within the next few months.

2. A group of typical cartons now used by Aluminum Company of America and its subsidiaries for foil, cable, and other products.

3. The new drums for Alcoa Albron Paste are in red, the Albron Powder drums in blue. Drums are steel, finished in aluminum paint. The paste drum at the right rear is an example of the old type design.





Unusual feature of the new London House line is the ceramic bottle, with off-center pouring spout and Anigraphic labels.



## NOVEL DESIGN PUTS OVER NEW LINE

THE LIFE HISTORY OF A NEW PRODUCT, LIKE that of a ship, has its tensest moment at the time of launching. Particularly is this true when the designer and manufacturer have had the temerity to innovate, to try new shapes, new materials and new processes in a combination never seen or approximated before. This is what London House, Ltd., has just done. The period from the fifteenth of August to the first of last September saw many anxious faces in the New York offices of this firm which, as agent for the British-made Kent Brush and Darwin Razor lines, has enjoyed so favorable a reception in years past as to now induce it to venture a widening of its list with the addition of a line of men's toiletries.

For many preceding months, under the direction of Miss Stell Ayleshire, these London House packages have been taking shape. A distinctive "manly" quality was sought through the medium of package texture, and numerous experiments finally led to the selection of a semi-rough finish ceramic bottle of a rich pigskin tone as most pleasing to the large group of men and women whose reactions to various samples were tested. For convenience in use and novelty in appearance, an off-the-center, dripless pouring neck was developed, equipped with a gold-plated, coin-like stopper device developed, like the bottle, especially for the new line. Instead of a paper or foil label, the new Anigraphic process of printing directly on the pottery walls was utilized, the brand marking being in tones of dark brown and red.

Additional items in the line utilized more conventional materials but carried out the same general design trend. A walnut waterproof-lacquered wooden bowl was devised for shaving soap, a metal foil, gold and red medallion being countersunk into the top of the bowl's cover. A talcum-powder can, in the same color scheme

as that of the ceramic bottles but of standard shape and closure construction, was added to complete the line. Set boxes for various assortments and individual boxes for single unit sales were likewise designed, carrying out the same color scheme, of buff background and maroon and gold trim, as used on the packages.

Thus, when the time came for the first showing of the completed line to department and specialty store buyers, the staff of London House and the various suppliers who had participated in the process of planning and design—the Red Wing Pottery Co., maker of the hair tonic and lotion bottles; the Imperial Metal Mfg. Corp., which made the special closures; Holgate Brothers, woodworkers, who were responsible for the walnut bowls; Anigraphic Process, Inc., which labeled the bottles; and the Karl Voss Corp., which made the various set-up boxes—all found themselves on the anxious seat.

Perhaps the design would be too radical. Perhaps it would lack masculine appeal or, contrariwise, fail to touch the sensibilities of the women who buy a large proportion of men's toiletries as gifts. However, within a few hours the "perhapses" were laid at rest as buyers laid their orders on the line. The final test of consumer appeal is yet to be made in the forthcoming holiday season. But with orders already twice jacked upwards to double the first contemplation it may safely be said that here for once the unusual has "paid out" in record time. Nor can the occurrence be construed as other than a demonstration of the power of packages—when well conceived—to sell an unknown product. For, though London House obviously enjoys marked goodwill among retailers, it has earned much goodwill as an importer, and has relied on package appearance to carry its first domestic products through their introductory period.

# Sample

## PACKAGING



SAMPLING AS A MERCHANDISING TOOL HAS been, for many decades, a common practice among American packagers and advertisers. The technique of obtaining requests for samples from selected groups of people, representative of the producer's potential market, has been brought to a high state of perfection by many advertisers. The cultivation of special markets such as those offered by the dental and medical professions, has likewise been assiduously studied with extremely effective results. List building, introducing a new product via sampling, building dealer and professional goodwill with samples, securing spot or national distribution—all these methods have been analyzed and, in the case of some of the larger sample-using firms, profitably exploited to a degree as great if not greater than other advertising mediums.

**A few leaders out in front.** Yet, strangely, an analysis of the sampling practices of several hundred major companies discloses that, in respect to *sample packaging*, the few leaders in the field stand far and away ahead of the general average. Mistakes are being made that need not occur were any reasonable amount of thought given to the packaging of the samples to whose distribution so much thought has been devoted.

That such mistakes may be exceedingly costly is clear from an examination of the volume of sampling being done by some typical firms, as shown in Table 1. Translated into terms of material and packages consumed, many hours devoted to manufacture and packaging, and direct expense for postage, advertising, etc., it will be seen that sampling operations total many millions of dollars annually among these few firms cited; and, throughout the country, run to scores or even hundreds of millions annually. Sampling operations fall into several groupings:

**General distribution or door sampling**, such as is carried on by the larger makers of soaps and breakfast foods, requires no special attention in this survey since the packages used are either standard full-sized packages, or replicas of these in reduced size. Beyond the addition of a printed identification of the sample-nature of the package, usually achieved through surprinting of

the standard wrap or label, package production and shipment are essentially similar, in these cases, to that required by the dealer-sold product.

**Coupon or "solicited" sampling** for the general market, usually applies to single or grouped miniatures of standard products of general consumption. Distribution is usually by mail, and operations, being dependent upon the receipt of coupons, are usually on an all-year-round basis. Important considerations in this category are promptness of shipment, sturdiness of container, and ingeniousness and soundness of accompanying advertising and explanatory matter.

**Professional sampling** to dentists, doctors, hospitals, etc., may be solicited or unsolicited. Here, in addition to those considerations which apply to all samples, other factors are of major importance. Ethical restrictions imposed by the standards of the professions rank high among these. The money value of many of these products often affects sampling operations. The

Messenger deliveries offer savings over parcel post when consignees are located in concentrated areas. The effect of such special attention upon the dealer is undoubtedly more favorable than that of a mail-sent package. Photo courtesy of Western Union.







1. The Institute of Package Research solicited over 200 mailed samples. Of these, better than fifteen per cent were torn, dented or scarred in transit, although only a very small number were damaged to a degree that impaired the usefulness of their contents. Note the lack of attention paid by most samplers to outer appearance, as shown by the collection above.

large quantity of such samples reaching the professions serves to place a premium on both ingeniousness of presentation and adherence to traditions and professional ethics. Product protection, convenience in use, the giving of explicit instructions, the consideration of the position of the professional man when he re-distributes the samples to his patients, and other like problems serve to make this, the most highly cultivated field of sampling, the most difficult to cultivate profitably and with positive results.

**Dealer sampling**, in the introduction of a new or changed product, is a form of occasional sampling which is perhaps carried on least effectively because of the inexperience of its users. Here, every item presents its own problems. But such general questions as the quantity to be shipped, restrictions on re-sale, advertising matter to accompany sample, manner of packing, etc., are common to almost all such distributions.

In all the foregoing categories, and in any instances that may fail to fall directly within any one of these classes, the packages used obviously play a major part in carrying the product through distribution and in presenting the product to the "samplee." Nor can the importance of the choice of package be minimized when production is considered, particularly in view of the fact that sampling operations are usually carried on under stringent time and space restrictions and tie-up large sums in time, materials and labor which can only be

regained after the products sampled have reached their destinations. Thus, the first consideration of any firm contemplating single or continued sampling operations must be the package and its related problems.

## DESIGN CONSIDERATIONS AFFECTING THE SAMPLE PACKAGE

DESIGN, IN PACKAGING, IS NOT AN END IN itself. It is a means, rather, of achieving a series of desired effects upon those who see, handle, or use the product. Only its efficiency along these lines can justify it.

Thus, in the case of sample packages, the designer must consider the effects he desires to achieve, which are, in almost all cases, somewhat different from those aimed at by the ordinary sales package.

**Samples not to be re-sold.** In most instances, the sample package must begin by identifying itself as a sample. This is desirable both to prevent the re-sale of the item and to establish, in the consumer's mind, both

## TABLE ONE

### SOME MAJOR USERS OF SAMPLES

AMERICAN HOME PRODUCTS CO. . . . .	mails some 3,000,000 sample Anacin tablets monthly, mostly to physicians.
BAYER CO., INC. . . . .	samples dentists three times yearly with 42 tablet envelopes to each mailing.
CIBA CO., INC. . . . .	over 1,000,000 samples in last three years.
CURTISS CANDY CO. . . . .	Western Union messenger distributed 50,000 introductory packages of candies to dealers in eight States.
DINAMITE FOOD CORP. . . . .	Western Union delivered 1,000,000 samples of cereal products in seven western States.
F. & F. LABORATORIES . . . . .	mails about 2,000,000 cough drop samples annually.
J. B. FORD CO. . . . .	over 1,000,000 samples Wyandotte cleanser delivered by messenger to homes in 50 cities.
HOFFMAN-LA ROCHE, INC. . . . .	a single mailing to physicians totaled 135,000 one-pound packages.
KELLOGG CO. . . . .	delivered 6,000,000 samples of Pep through Western Union.
THE A. H. LEWIS MEDICINE CO. . . . .	Western Union delivers 4,700,000 samples of Tums in sampling campaign.
THE GEORGE W. LUFT CO. . . . .	over 1,000,000 packets of Tangee products mailed in last three years.
THE MENTHOLATUM CO. . . . .	over 2,000,000 samples of shaving cream distributed by Western Union messenger.
POLORIS CO., INC. . . . .	samples 60,000 dentists four times yearly with six samples to each mailing.
RALSTON PURINA CO. . . . .	2,350,000 samples delivered to housewives by messenger.
SEECK & KADE, INC. . . . .	mailed 200,000 samples Pertussin last season.
E. R. SQUIBB & SONS . . . . .	mailed as many as 200,000 brochures to professional men at one time—received 70,000 return postals requesting samples.
VICK CHEMICAL CO. . . . .	1,500,000 cough drop samples distributed by Western Union messenger.

## TABLE TWO

### WHAT M.D.'s LOOK FOR IN A MEDICINAL PACKAGE

The figures printed at right are quoted from a survey conducted by the Ivers-Lee Company. While the answers concerned pharmaceutical packages specifically, they may be presumed to represent the attitude of the more discerning consumer in the general field in most respects.

58 per cent demand protection from dirt, dust, moisture, germs.  
 47 per cent demand maintenance of product efficacy.  
 46 per cent demand prevention of substitution.  
 40 per cent demand convenience in use.  
 38 per cent demand attractive appearance.  
 31 per cent demand prevention of breakage.

an appreciation of the sample itself and of the value placed upon the sales package. To some firms, this has meant that the sample package must be cheapened—in design and in material. Firms which place great store upon the effectiveness of good typography for their sale packages permit sample packets to leave their plant in type faces that look as if selected by the butcher's assistant. A product worth sampling is worthy of good typography.

Packagers are confronted with another problem in many instances. To establish identification between the sample and the sale package they seek to reproduce the latter in miniature. Yet, adhering strictly to such a policy they tend to reduce effectiveness in direct proportion to the reduction in size. Others, more wisely, are willing to modify the design of the sale package, in the reduction required by the sample, so as to retain a sufficient number of identifying elements while avoiding the distortions inherent in a too-faithful reduction. Their designs—and their package wording—take account of the manner in which the "samplee" approaches the sample, the different mental state of one who is testing an unknown product rather than using one he has purchased and paid for.

**Advertising to professionals restricted.** When sampling to the consumer is to be secured through the agency of some professional intermediary—a physician, dentist or nurse—other problems arise. Professional ethics places severe restrictions upon the kind and amount of advertising matter to be placed on the package. Flamboyance of wording is obviously out. Out, too, is reference to other products made by the same firm, for the physician may not wish to be placed in the position of recommending other products than the item sampled.

Here, the packager often finds himself between a very red devil and an extremely deep sea. On the one hand, he must convince the physician that the sample is of such a nature as to merit his sponsoring it. On the other he must avoid even the implication—in his message to the physician, his outer package or his individual samples—that the professional man is motivated by any desire to push a brand or product. Obviously, design in such instances, is a matter of restraint and elimination more than anything else.

**The recipient's interest must be aroused.** In all sampling operations, as contrasted to retail selling, a far greater degree of explanation is required. Here indeed is the point where most samplers miss the boat. For it is fatal to assume that the "samplee" will wade through reams of reading matter. Having made little or no expenditure to obtain the sample, having usually received it without requesting it at all, his interest may be assumed to be at a low ebb. Yet, it is equally fatal to assume that the recipient will use the product without adequate explanation. The obvious solution seems to be to follow the plan used in writing advertising for the same product—a solution so obvious that it is surprising such a small number of firms do it. For, like the reader of an advertisement, the recipient of a sample must be bribed into reading and using by means of interesting,

exciting and dramatic appeals keyed to his interests rather than those of the manufacturer.

All too often samplers forget the effect on the consumer of a package of poor mechanical design. In the case of samples sent to those who receive many samples, care should be taken to make the outer wrapping sufficiently interesting to induce the recipient to open the package. One of the saddest sights—and most common—is the box of unopened samples resting on the floor of the physician's hall closet. Obviously, any inducement that would lead him to open the sample would increase usage measurably.

**Avoid messy protection packing.** But, even in the case of samples distributed to general consumers, the effectiveness of a package is hampered when it requires a mechanical genius to open it. And, when finally opened, if the product must be sought under a maze of excelsior or wadding, a certain and surprisingly large proportion of recipients can be counted upon to throw the whole mess away in despair.

Good design of a sample package, within the limitations set by the sampling method, is no more difficult and no less effective than sound design of a sale package or a product. The pity is that so few firms seem to think it worth the trouble.

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## TYPES AND VARIETIES OF PACKAGES AVAILABLE TO THE SAMPLER

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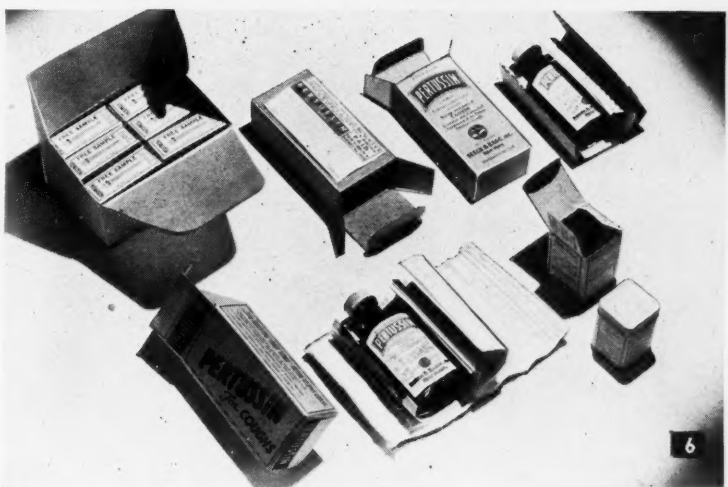
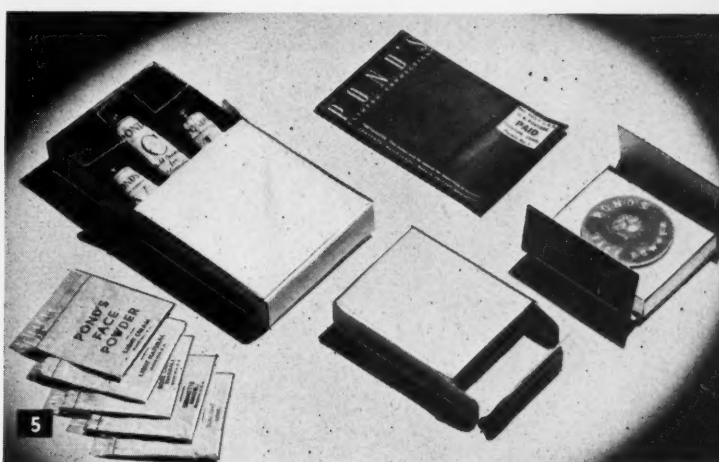
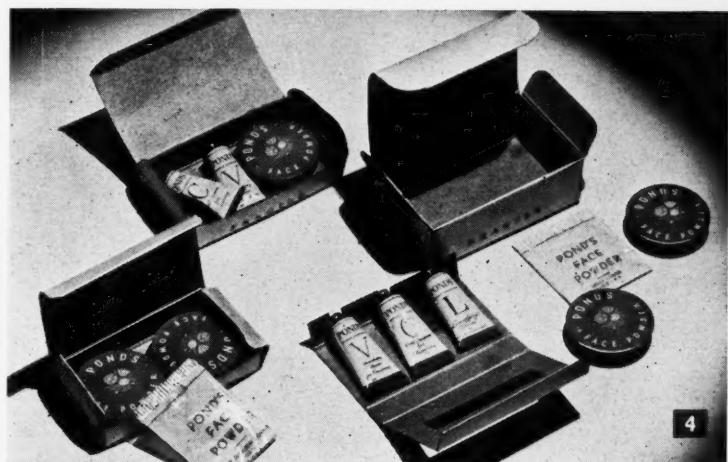
THE SAMPLER IS CONFRONTED WITH A GROUP of related packaging choices similar to those which affect ordinary packaging operations for retail markets.

**First**, he must select a package to carry and present his product. Wherever possible, the tendency is to utilize his standard package, either in full size or miniature, since this procedure serves to establish a visual impression of the store-sold package in the mind of the person using the sample. However, other considerations may outbalance this. The amount sampled may be too small to justify the use of a bottle or metal or molded container, as in the case of samples of aspirin, saccharine and similar pill-type products. In such cases, it may be wise to consider a lighter, simpler and more easily packed form of package, say an envelope or bag.

In other instances, the weight of the retail package may make sampling, even in miniature, of a package of that type inadvisable. In such cases, a vial may be substituted for a bottle, a flexible cellulose container for a glass jar, or an envelope for a molded or metal case.

**Second** is the design of the sample package, just as important though more often ignored than that of the retail package. A (Continued on page 108)





**2.** A group of Bilt-in Mailers made by the American Coating Mills, Inc. (new licensee, however, is the Forbes Lithograph Co.). These mailers, die-cut and scored in a variety of ways, form their own inner cartons for containing the sample and thus eliminate the need for much inner packaging. Their coated inside surfaces are used, instead of stuffers, to carry the advertising message, thus holding all the parts of the sample package together as a unit. The mailer at the left is a variation of the standard construction.

**3.** The problem of linking "samples" to sales package, is solved by The Mennen Company in an unusual way. A group offering of samples of five Mennen products is packed in a carton, each side of which simulates that used on the sales package of one of four Mennen products. A Bogoda Paper Box Co. corrugated mailer is used as outer container. At the right, Maltbie Chemical Co. uses a set-up mailer to carry three groups of samples.

**4 & 5.** A contrast in sample packaging. **(4)** Pond's formerly used cartons to carry tubes of paste and boxes or bags of powder. Products rattled, tubes were smashed, powder sifted from the shaking it received. **(5)** So these packages were developed—with inner trays which stiffen the mailer and protect the units.

**6.** Another "before and after" contrast. Seeck and Kade formerly mailed Pertussin samples as shown at the top right, using a bottle, corrugated protective stuffer, carton and carton-type mailer. Today (lower center), a General Cellulose crepe wadding, plus a carton by National Folding Box Co., which combines reproduction of the sales package's appearance with an address panel.

**7.** The Schering Corporation uses National Metal Edge mailers with locking tabs to bring its samples to the physician. Die-cut partitions hold items in place.



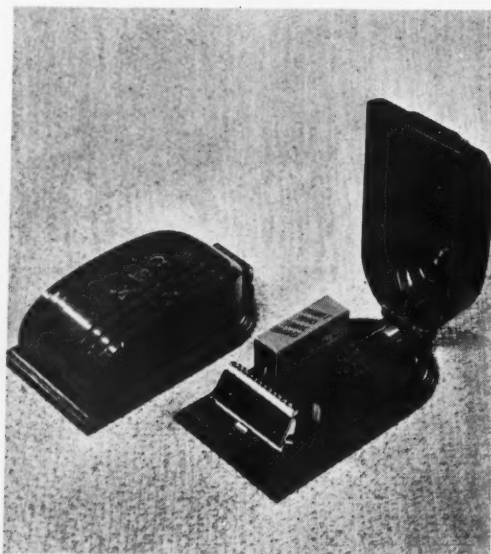
1



2



3



4

1. The Pioneer package just put out by the John O. Gilbert Chocolate Co. is to carry its second and less expensive line of candy. The box is white and in general appearance related to the regular Gilbert line (see page 92) by the name Gilbert in characteristic lettering and gold embossing.

2. The new Central Park set of Maison Jeurelle in its Christmas dress. Made in a velour finish in white and deep red, which ties up with the Carnation perfume line of this company. The set consists of a 1 oz. pyramid shaped bottle of perfume, a bottle of cologne, and five little white satin sachets.

3. Mat gold, a specially processed spongy version of the yellow metal used for dental fillings, is attractively packaged by The Williams Gold Refining Co. in a sleek plastic box. Hinged for extra handiness, the box contains not only the gold but a rack and holder for the different types of tools used in placing the metal fillings. The box top contrasts a smooth surface with corner ribs and a bas-relief shield trademark. Molded of Durez by Waterbury Button Co.



5



6



7



# Packaging Pageant

4. The new case for the Gem Razor is of plastics in a variety of colors. It is washable and sanitary. The case holds a safety razor, a package of new blades, and a container for old blades. Molded by Mack Molding Co.

5. The attractive grapefruit juice package of the Ariz-Sweet Grapefruit Growers, Ltd., is made with a bottle of emerald green, with colorful label. The new juice goes through a process of flash pasteurizing and is then sealed by the vapor-vacuum process. A product of the Owens-Illinois Pacific Coast Co.

6. To introduce a brand new pattern in 1847 Rogers Bros. silverplate, International Silver Co. sends out this salad fork with an attractive molded Durez display base. The pattern is called "First Love," as named by Rosalind Russell, film actress. Molded by Waterbury Button Co.

7. The Ozogermo bottle in foreground shows how it looks from front; in the background is a reflection in mirror to show how

it looks from behind. The dispenser is held to the bottle by a rubber band until ready for use. Made by Federal Tool Corp.; bottle by Dominion Glass Co.

8. The D-Zerta package, a dessert for diabetics, is a re-design to make the carton look less medicinal. Here are pictures of the new and old. By adding color and a better grouping of the reading matter, the new package is taken out of the drug store class and put on the food counter. Designed by Frank Gianninoto, Inc.

9. The Cello Wax container of the Farboil Paint Co. is in orange with a dark blue border at the top. The present package is a re-design by O'Neil & Babbitt. The container is a pleasing combination of feminine appeal and display value.

10. A molded Durez socket for displaying electric light bulbs by Climax Mfg. & Chemical Molding Corp. It consists of a hollow cone-shaped molding with molded-in threads for bulbs of various sizes. Light in weight

and resistant to wear and chipping, this plastic makes an ideal display fixture.

11. Two recent additions to Du Pont's No. 7 Chemical Specialties line. Triclene, a cleaning fluid formerly sold in bulk to the dry cleaning trade, is now packaged in this 4-oz. bottle. Pro-Tek is a cream designed to protect the hands against grease and grime. Both jars are the work of Owens-Illinois Glass Co.

12. Another re-design to give the product greater force and display on the dealers' shelves, this Silver Dust package of Hecker Products is the work of O'Neil & Babbitt. It is made in two sizes, in orange, white, and blue. There is a shipping container which follows the same design and serves as a floor display.

13. This new product of the Baldwin Laboratories, Inc., Dwinax, is described as a fragrant floor wax, a companion product to Dwin Insect Killer introduced five years ago. It is lithographed in red, black, and white. By Continental Can Co.

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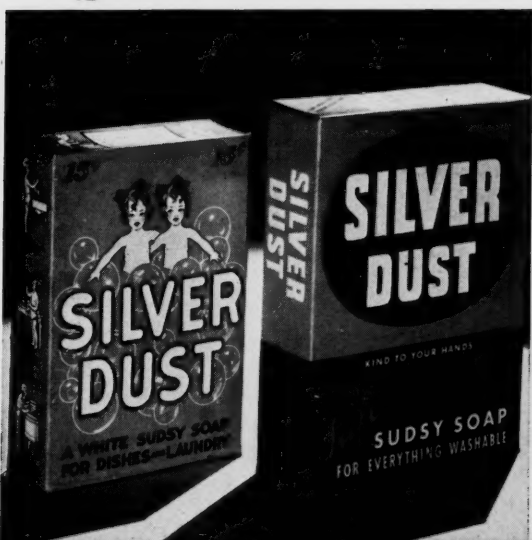
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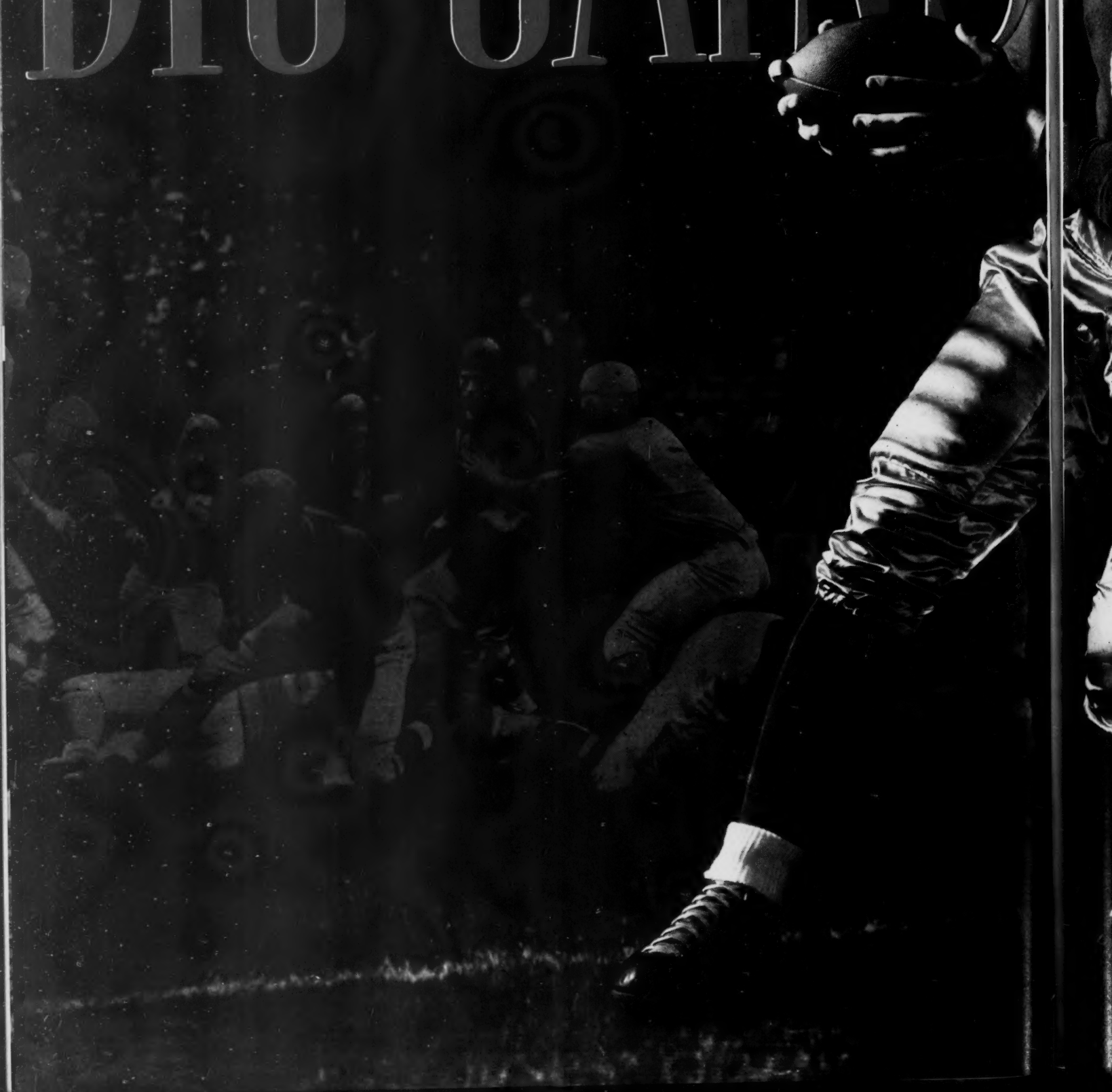


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# BIG GAINS





# *in* SALES *with* **OWENS-ILLINOIS** *Salespackages*

"It's a pass—and another touchdown! . . . Competition completely out of the running...Boy! That combination sure is clicking!"

Run up your score by using an Owens-Illinois *Salespackage* for your product—the "triple threat" of effectively designed container, closure and label is bound to gain ground. Out in the sales field, foods put up in thoroughly up-to-date packages are given first-choice display positions—and receive first choice in consumer buying! Let the long experience and creative skill of Owens-Illinois help you to greater sales. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.

• The new Owens-Illinois Common Sense line—in all popular sizes—lighter in weight—minimum-size finish for cap economy—offers unusual opportunity for distinctive labeling. Caps illustrated are our regular C.T. and the new 63 m.m. Knife-Opening.



# Packaging Pageant

14. Shulton introduces something new in the way of talcum containers. Planned as a cosmetic accessory, on the beach, at the club, and for the traveling kit, "Baton de talc" are bizarre, gay, and colorful packages, available in a choice of six designs. Created by Enid Edson. Printed labels by Kehlmann Printing Co. Fibre containers by Cross Paper Products.

15. For use in refreshing the eyes, Eye-Gene Co. offers a new product, Eye-Gene, put up in trim bottles of blue glass with white labels printed in a harmonizing shade of blue. The caps are white plastic molded by Armstrong Cork Co.

16. Iodostick is a new antiseptic preparation for external use. Iodine Processes, Inc., are packaging Iodostick in a red Bakelite molded container about the size of a lipstick case.

17. F. O. Pierce Co. introduces a new lithograph container for its extensive line of var-

nishes. A simple yet strong design is created by red and white lettering on a dark blue background. The container was designed and manufactured by the American Can Co.

18. In the re-design of Baker's Coconut can a more legible use of type is secured, a color combination which builds up the package, an illustration more colorful and accurate through the use of an actual photograph, elimination of the name division, and condensed lettering for better legibility. Designed by Frank Gianninoto, Inc.

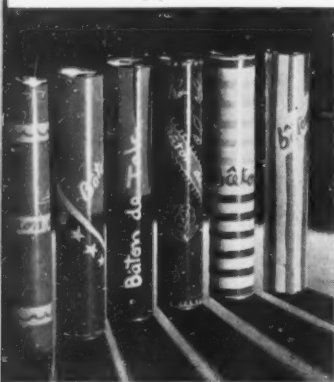
19. The 10 oz. jelly package of the Greenwich Preserving Co., Inc., was designed with two things in mind, first, brilliance for quick spotting in merchandise baskets (or displays) containing other similar items, and, second, to give the package a distinguishing mark with the little cardboard base-cup which is made to look like a market basket. Jar by Tygart Valley Glass Co.; cap by Phoenix Metal Cap Co.; lithography by Powers Press.

20. A molded pourer by Browne-Vintners, Inc., for serving Wilson Whiskey at the bar. Made of lustrous black by the Dalynip Pourer Corp. The Wilson trademark is emblazoned on the disc of the pourer in white lettering and serves as a prominent reminder of the Wilson brand. Molded of Plaskon and Bakelite by Universal Plastics Corp.

21. Dr. West's famous tooth brush package was recently given a new feature in the form of a rubber cap which converts the Kimble Glass tube into a travel holder.

22. Dromedary Fruit & Peels, in cans, a new package by The Hills Brothers Co. consists of an embossed cardboard cutout, tightly inserted in the end of the can, carrying a reproduction in full colors of the mixed fruit and peels. The outside label is in Dromedary yellow, brown and blue, with a cut of a fruit cake. A unique fea-

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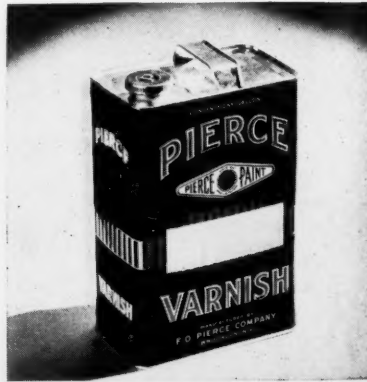
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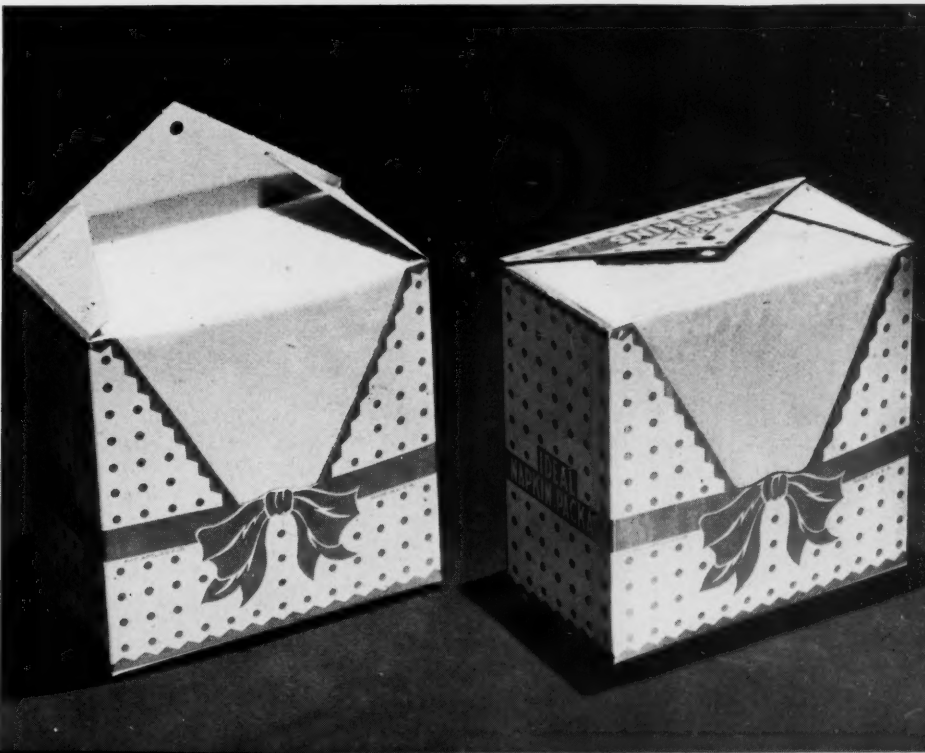
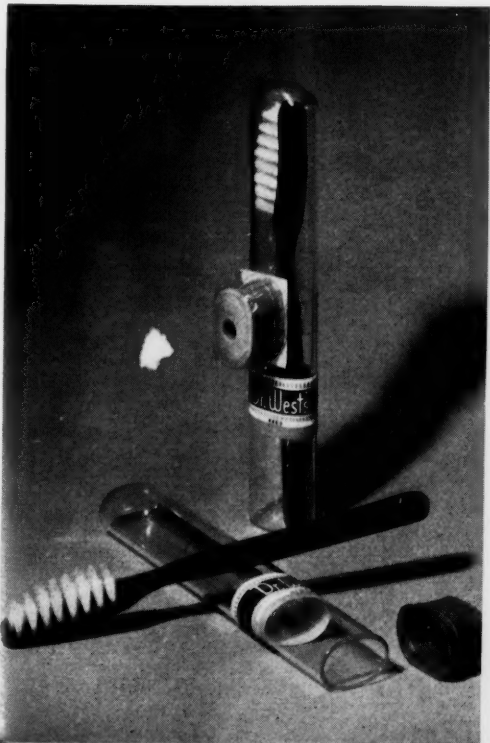




ture of this package is that recipes are printed on the reverse side of the label. The purchaser is requested to cut along the dotted lines on each side of the can's seam; the outside label comes off and the recipes are printed on the reverse side.

23. All the advantages of the visible container are here applied to "Mercantile" cigars of the Deisel-Wemmer-Gilbert Corp. The package has eye-appeal, display value, convenience in handling, and utility during period of use. The cigars are packed on end, in a 36 oz. amber jar of light weight, by the Owens-Illinois Glass Co. The necessary Federal factory lettering is blown in the bottom of the jar.

24. The Ideal dispenser napkins packages of C. A. Reed Co. show the way the package looks before and after it is opened and hung up on the wall. Each package contains 80 napkins.



# Liquor

## DEPARTS FROM PRECEDENT

### Hiram Walker & Sons Adds Names of Non-Walker Brands to Own Labels

TWO SCHOOLS OF THOUGHT HAVE CHARACTERIZED liquor package labeling since the advent of repeal, each the antithesis of the other. One group of manufacturers has sought, by sheer weight of advertising, to build up acceptance for its products on a "name" basis, reaching the acme of its technique with "Just Say So-And-So's Whiskey."

On the other hand, the second group has sought to build around their products an aura of mysterious glamour. This tendency is noticeable among the wine makers and the importers of the higher priced cordials, brandies and wines. The "deep-in-the-bowels-of-the-earth-our-wines-age-endlessly" school has played upon every man's desire to be an expert, a connoisseur, a judge of fine liquor, and by implication, a polished gentleman.

Between the implied insult to the intelligence of the consumer of the first group, and the over-play on exquisite detail of the second, the drinking public has been

pushed or lured into choosing for itself on the basis of taste and price.

At last, however, a major manufacturer has introduced a line of cocktails and cordials with an intelligent compromise between the two extremes. On its face it seems to be a clever and potentially successful merchandising device. Hiram Walker and Sons, Inc., has combined the brand appeal of its own and other well-known and much advertised names with the simplest of descriptive phrases and explanations for use.

Consider the cocktail group—Manhattans, Side Cars, Old Fashioneds and Dry Martinis. Prepared cocktails have been winning a wider and wider acceptance as amateur bartenders discovered their own shortcomings and housewives decided to avoid the mess and bother of home-mixed drinks. Until now, however, the purchaser of prepared cocktails was left in the dark as to the ingredients.

In the new Hiram Walker line, each label bears an explanation of the cocktail's contents, by *brand* name! The Manhattan bottle bears the notation, "A perfect blend

1. Cocktail labels are printed in black and red on a white background with gold for the Hiram Walker seal and an overprint varnish to heighten visibility and prevent soilage. Heavy gold foil is used over the closure, held in place by a small printed brand band.





of Imported Martini & Rossi Vermouth and specially selected Hiram Walker's Blended Whiskey, flavored with Angostura Bitters." It should be noted that this explanation not only serves to identify the contents but uses the well-advertised names of non-Walker brands as a means of establishing the reputation of the product. Because of this, the prospective buyer need take no clerk's word for it that the product is worth the price; and the clerk has but to refer to the label to remind the customer of the reputation of both the Walker brand name and that of the makers of the other ingredients.

The design of the labels and bottles, while not a significant departure from that of the general standards of liquor packaging, is clean, easily read and attractive. More significant than design, however, is the merchandising angle introduced in this instance.

The Walker cordials are packed in a variety of containers, each simulating the traditional package for its type of liquor. For example, Curacao is packaged in a tall earthenware jug; Kummel in the famous eight-sided bottle; Triple Sec in a square bottle. Once again, the nature of the ingredients is identified, though, in this case, accepted brand names are replaced by descriptions of the raw items. Thus Creme de Cacao carries the description, "This rich creamy cordial liqueur is made entirely from a fine brand of selected South American cacao beans with imported Spanish Port Wine added."

Of equal importance in the merchandising scheme are the directions and suggestions for use which accompany each bottle of this line. The Anisette label is typical: "Excellent as a cocktail ingredient as well as an after dinner liqueur. Also used with carbonated water and ice for a cooling and refreshing beverage." The importance of this sort of phrasing has been proved by careful research among both dealers and consumers; research which has shown that few people know a great deal about the uses of these specialties and that most people

are ashamed to show their ignorance to the clerk or sales person. Aided by the label, the clerk finds it easy to explain and establish the acceptance for the products, while the consumer is carried over his difficulties of ignorance or semi-ignorance and saved embarrassment.

Similar policies have been followed in the case of the fruit liqueurs and such specialties as Rock and Rye and Sloe Gin. The acceptance of the imported brands used in compounding the cocktails is stressed constantly.



2. The reverse panel carrying the Hiram Walker name has been used throughout the widely varying items of the line to unify its appearance and establish a point of instant identification.







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# Gifts WITH A LUXURY TOUCH

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LIVES THERE A MAN WITH SOUL SO DEAD WHO never to himself has said, "I'll write an ad, I'll knock'em dead?" Lest the reader take one look at these pages and jump to the conclusion that someone has been inspired by this old ballad to see if he could accomplish the same result with packages, we hasten to explain.

Lentheric, Inc., New York, makers of perfumes and perfumery products, once again gives the items in its holiday line the luxury touch. The women's group (yonder at your left, dear reader) as well as the men's group (here at your elbow) both have set boxes, kits, and containers that have the luxury look, though not all of them have the luxury price. Just the same, there are assortments in the collection for those who have the luxury purse along with a luxury taste.

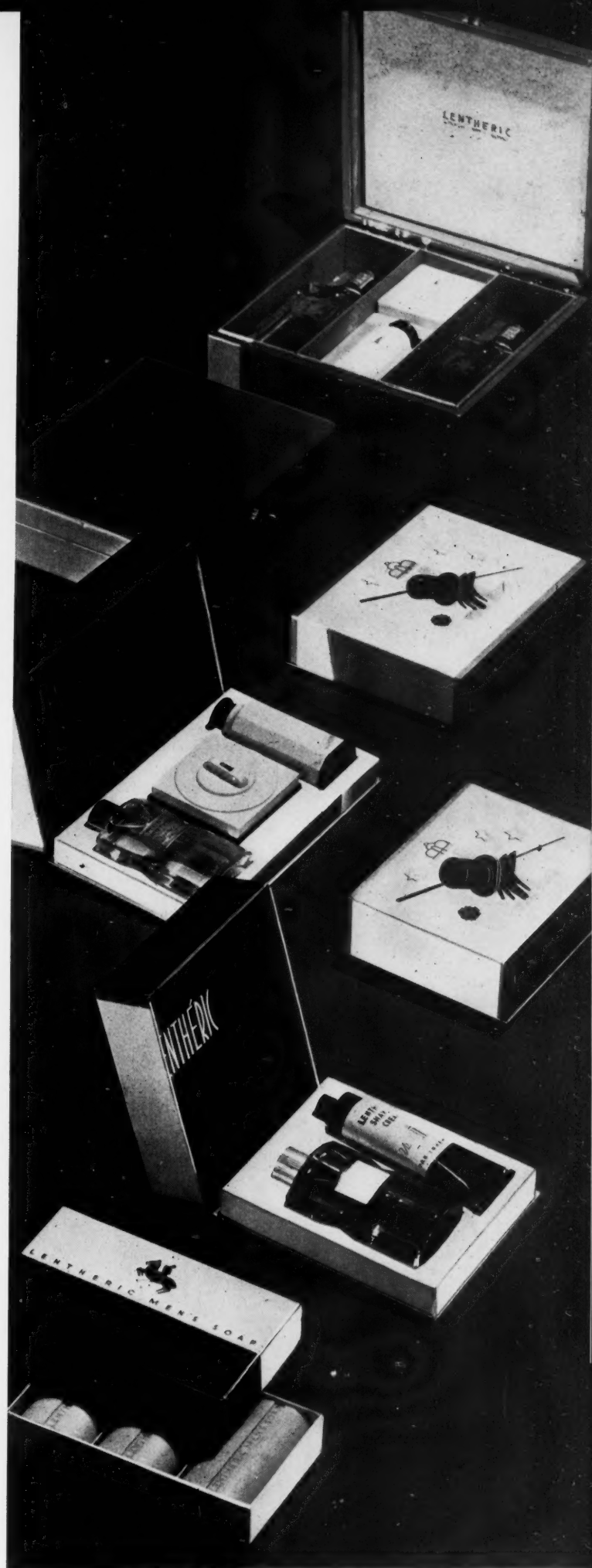
The feminine group utilizes a series of set-up boxes covered in a specially prepared, private-design paper in black, grey, gold, and white. Most boxes are of the hinged, half-telescoping variety, bedecked with a red and gold ribbon band across the cover.

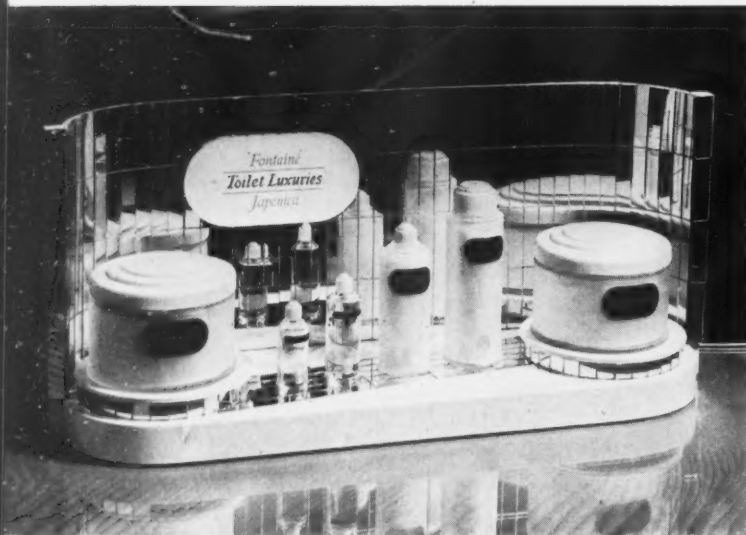
Where the nature of the product requires a box of a different order, however, the design has been varied, as in the case of the package holding three bottles of perfume. Again, in the case of items sold in evening bags, a transparent type of box with the Lentheric name lettered in gold is used.

The line for men is encased in set-up boxes covered in a deep maroon flint paper, with a tan band around sides and top, edged in gold and printed, in maroon, with the trademark used to identify the line. Here platform bases in white and telescoping hinged lids with maroon lining are the rule.

For the luxury taste (and purse), two leather-covered kits are provided, each with bright brass locks. The smaller of the two, lined in leather, is equipped as a traveling kit with room for numerous toilet accessories in addition to the four items sold with the box. The larger kit, cedar lined, forms a humidor for cigars when the original contents are removed.

The items within the containers are, for the most part, standard items of the Lentheric line in the all-year designs which have always characterized this group of products. However, the opportunity has been taken to introduce a new miniature perfume flacon through a kit-of-three in the women's line and a new bar of soap for men, likewise packed three to a box.





1

1. Winner of the Gold Award for the most outstanding packaging and merchandising achievement of the year, and Silver Award in the classification for the family group of packages for a new product. These Fontaine, Ltd., toilet accessories packages were designed by Consultants, Ltd. In the judges' opinion, "this range of packages easily swept the board and it would also have won awards in lettering, display and decorative design classifications had not the judges decided to eliminate it from these groups."

2. The simplicity of this stocking display, winner of the Silver Award in the counter-display group, may temporarily obscure the ingenuity of its design. Noteworthy is the way in which the natural shape of the product has been taken advantage of to achieve a wide-angle visibility; and the convenience of the measuring scale applied to the fixture's front face. Designed by J. E. Slater, Ltd.

3. Winner of the Silver Award for redesigned packages using illustrations and more than one color, this Somnus Pillow carton, designed by Frank Gayton and Tillotson's, Ltd., represents the finest type of typically British designing. The display value of the package face and the striking poster-like effect mark this as an outstanding example of a sound trend in large package design. Carton holds two pillows, and is 25 in. high, 17 in. wide, 9 in. deep.



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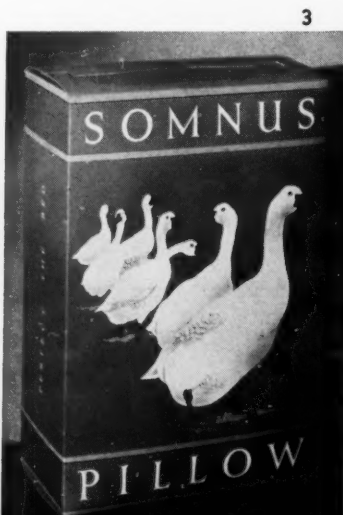
4. For cleanliness of design and lettering, this blanket box, designed by Consultants, Ltd., was chosen winner of the Silver Award in the shipping-container classification.

5. Chosen for Silver Award among packages having points of consumer convenience, this metal doctor's adhesive tape assortment case is distinguished by a hinged metal "floor-plan" identifying each compartment of the case. Designed by F. Atkins, of The Metal Box Co., Ltd.

6. Winner of Special Award of Merit (a form of second prize) this card of cat-powder packages is noteworthy for its exceptional use of photography. Designed by Bob Martin Studio.

7. Striking in its display value, this Dairy Box of chocolates was designed by The J. Walter Thompson Co., Ltd., for Rowntree and Co., Ltd., and chosen by the judges for the Award of Merit among packages for new products using illustrations and more than one color.

8. The Silver Award for packages with re-use qualities was given to this plastic golf-ball container which, in re-use, forms a tobacco-jar. Designed by E. C. Singleton, the package was used for Silver King golf balls.



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# BRITISH PACKAGING AWARDS FOR 1937

GREAT BRITAIN WAS GREETED FOUR YEARS ago by a new magazine frankly modeled along the lines of MODERN PACKAGING. Ably staffed and ably managed, with a forward-looking viewpoint that saw both the achievements and failures of British packagers, *Shelf Appeal* has grown to a position of respect and influence. It was inevitable that the publishers of this journal should seek to encourage the development of better packaging by sponsoring a competition among English packagers. This they have done under the name of "Shelf Appeal Awards for British Packaging 1937," following the general lines of the All-America Competition run annually in this country under the auspices of MODERN PACKAGING. The results of the first English competition have just been announced.

The results of this first competition augur well for the future. Details may be subjected to criticism, and the choice of some of the Silver Awards and Awards of Merit may be questioned from the viewpoint of both practicality and design. The packages selected, however, represent so great an advance over the standards existing when *Shelf Appeal* first began publication as to portray a complete reversal of trend and an immeasurable improvement in good taste and soundness of planning.

Winners of the Gold Award and a few of the Silver Awards, or divisional first prizes, and Awards of Merit, or divisional second selections, are reproduced. They will illustrate the many wise and the few ill-chosen selections of *Shelf Appeal's* judges. Perhaps more severe than any criticism of the individual awards is that five of the six judges are either advertising managers or advertising agents, while the sixth is a sales manager, thus leaving no representation for the more practical viewpoints of the production man whose knowledge of factory conditions and the operation of packaging machinery might have prevented several impractical packages from being selected. Nor can it be said that the viewpoint of the consumer, the wholesaler, or the retailer is represented except through the advertising fraternity.

The classification of entries by groups followed lines which, in the opinion of the earlier All-America boards of judges, are not fully practical. A separation was set up, in several divisions, between packages for new prod-

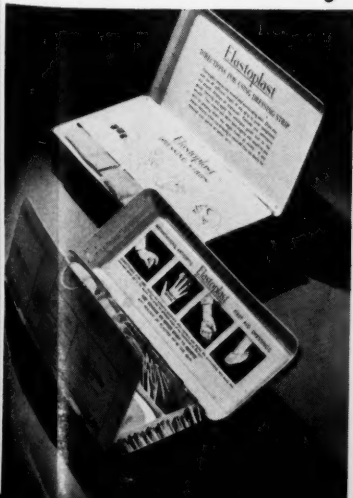
ucts and those involving re-designs. In the All-America Competition this idea had been rejected because of the realization that all packages must be judged by their ability to carry, protect, and sell the product, irrespective of how much they differ from their predecessors.

Many of the other divisions are set up along lines which imply a competition in design alone. Thus there are divisions for packages in one color, packages in more than one color, packages using lettering only, packages having consumer conveniences, and even packages produced for the Coronation. Here again, longer experience has confirmed the opinion of the All-America's sponsors that the only type of group division that provides for a fair and full competition between comparable packages is one which sets up its groups along lines of classification based upon the construction and material used. Thus, in America, we compare a box with a box, a can with a can, a carton with a carton, and judge each package of each division by the degree in which it meets the needs of its product and its potential handlers and consumers. No premium is placed, in such cases, on the use or avoidance of one or more colors except as such use or avoidance reflects the successful solution of the packaging and merchandising problems involved.

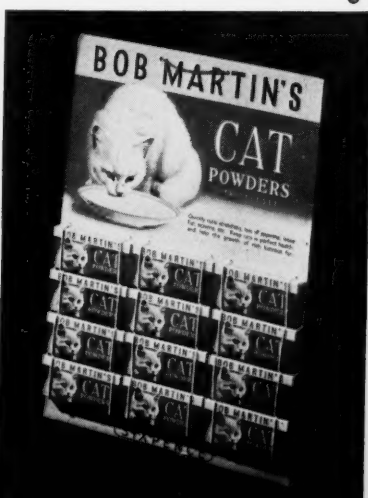
Nearly four hundred entries were made in the *Shelf Appeal* competition, including some so-called composite entries involving groups of packages. This total, while much smaller than that of the earlier All-America Competition, is indicative of the marked interest which the competition has aroused among British packagers. If, as old hands at competitions, we may venture a prediction, the next year will see a flood of entries running to a thousand or more.

The packages entered in the British Packaging Awards, including all prize-winners, as well as the All-America winners of 1936, and representative packages of the British Dominions and many foreign countries, was on display at the First International Packaging Exhibition in London under the sponsorship of *Shelf Appeal*, from Sept. 27 to Oct. 9. Also shown were exhibits illustrating the evolution of packaging ideas, such as the function of the package in the merchandising process.

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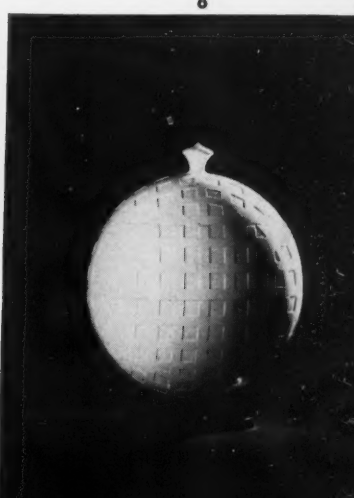
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# ELECTRICAL APPLIANCES IN TRANSPARENT WRAPS

THE MAKERS OF HOUSEHOLD ELECTRICAL "traffic appliances" are confronted with packaging and display problems of an unusual order.

For many years past, manufacturers have usually sought to overcome these difficulties by separating the packaging problem from the display problem. They provided one type of container, usually a light corrugated or solid fibre carton, for shipping purposes, and devised some other means of securing display, either in the form of a stand, or a device for demonstrating.

This was necessarily a makeshift policy. Either a sufficient number of extra items must be supplied the dealer for display purposes or the dealer must open the seals of from two to ten packages in order to secure display samples. In the latter event, soiling and spoilage were almost inevitable, and even should it not occur, there would be the necessity of explaining to the customer the broken condition of the sales package.

Confronted with such problems in merchandising its electrical warming pads, the Westinghouse Electric and Manufacturing Co. has found a "way out" in a series of unusually designed and carefully planned transparent wraps, printed in several colors and so planned that large sections of the pads themselves are clearly visible.

The transparent wrapping insures the pads against becoming shopworn while on display, protects them against soiling during examination by the consumer, and

eliminates the bugaboo of broken seals and torn packages. Moreover, on display, the form of design used is calculated to make each pad or any group of them a complete, self-explaining display unit. Selling points and instructions for use are clearly defined and illustrated. Each point not only serves as a "self-seller" but provides the sales person with a cue for his approach.

Particularly interesting is the package developed for the "2-for-1" Warming Pad Combination, a set consisting of one large "3-heat" pad and one smaller "single-heat" pad. Each of these is wrapped in printed cellophane. Thus, the box is of the self-selling variety, since color, texture and other details are apparent through the transparent film or explained upon it. The two pads, in combination, are packed in a box of patented folding construction with a laminated cellophane cover.

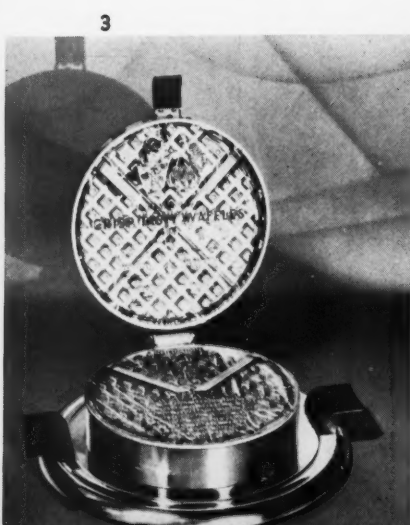
For dealer convenience in stocking, the lower-priced cellophane-wrapped pads are supplied to the dealer in merchandising cartons holding four or six pads each. It has been found that this type of carton tends to increase the size of the dealer's order from one or two pads to multiples of four or six. This likewise insures an adequate variety of colors and textures and thus tends to build the sale of the entire line.

Parallel with the development of these cellophane wraps, Westinghouse has devised a group of protective "labels" for use in displaying a number of its larger electrical household accessories. These are applied over portions of the device and, while explaining the high points of the unit, permit full visibility of the parts under discussion.

1. The "2-for-1" warming pad set adds a cellophane laminated folding paper box, by the General Carton Co. to the individual wrapping of each of the pads.

2 & 3. Two of the items using transparent printed "labels" to demonstrate and protect working parts.

4. The differences between Westinghouse warming pads are clearly evident through these transparent wraps. Selling points are printed on the wraps, thus making each pad capable of serving as a self-explanatory display. These, and all other printed cellophane wraps illustrated, are made by The Dobeckmun Company.





# Modern display

OCTOBER 1937



# POLYGRAPHIC

# SALES

# Winners



HERE are a few of the POLYGRAPHIC Displays that are stopping customers and selling goods.

In windows and on counters—in Drug Stores everywhere, Polygraphic Displays are winning for drug trade sales-leaders still greater sales.

Polygraphic has the man power, the ingenuity and experience required of a firm that occupies a dominant position in the field of Creative Lithography. Polygraphic has the ability to produce attention-getting Sales Displays that sell goods. You owe it to your 1938 promotion to consult with the Polygraphic expert sales engineers and designers.

**POLYGRAPHIC COMPANY of AMERICA**

★ CREATIVE OFFSET LITHOGRAPHERS ★

310 EAST 45th STREET • NEW YORK, N. Y. • MURRAY HILL 4-1200

# MODERN DISPLAY

## BEER CAMPAIGN WINS WINDOWS

NO BIG CITY MARKET IS EASY TO WIN ON window displays. Food-store windows are as hard to get into as those of drug or department stores. A window display on package beer in grocery and delicatessen stores will run into as severe opposition from retailers and competitors as a display on almost any other product. The factors involved are as follows:

(1) Introducing a new member of the family (beer in cans) which must win new customers and not steal them from the older brother (beer in bottles); (2) the approaching selling season when competitors will be trying to preempt window space; (3) how many displays in series, quantity of each, how long to keep each display in the window; and (4) advance promotion and merchandising.

By means of a window-display campaign, The F. & M. Schaefer Brewing Co., Brooklyn, N. Y., introduced its new canned beer into the New York Metropolitan market; stimulated sales of the established package—beer in bottles; added a large volume of new business on the new package—cans; and won dealer goodwill and increased sales for 2500 picked grocery and delicatessen stores in Manhattan, Brooklyn and Queens. Besides the 2500 dealers that used the displays, more than an equal number of better-class dealers handling Schaefer beer sold increased quantities.

The Schaefer company did all this, not by planning one display and then waiting to see what happened before placing the next. No. They planned a campaign of three displays covering a period of six months, from April to September. They planned a complete service to the retailer—signed him up in advance, installed the complete window for him, putting in all decorations,

background and accessories and kept it in first-class condition while in.

How much of the success of the campaign was due to the package? A good deal. The Schaefer can, brought out in September 1936 was entered in the All-America Package Competition conducted by MODERN PACKAGING, and in March 1937 won the Gold Award. The Schaefer package, therefore, played an important role in this point-of-sale campaign.

The three displays were:



April and May display, introducing new can.

1. April and May. Introduction of the new package; associating it with present package. Straight product appeal. All pieces lithographed in full color. The two men are nearly life-size and the table really holds the bottle and can. Plenty of novelty and sales suggestion. The side cards are real pedestals furnished as a part of the display and not improvised boxes.

2. June and July. With hot weather the big selling season gets under way. Appetite appeal crescendo! This over-size head produces a powerful effect at close range. Notice in this window (Fig. 2) the cans are enlarged instead of the bottles, as in Fig. 1. Two side-cards carry out the appetite appeal still further—lady with plate of cold cuts invading refrigerator for a bottle of Schaefer.



June and July window, appetite appeal for the big selling season.



August and September, to help the dealer sell related products.

3. August and September. With beer competition at its height, the third window is designed to make an irresistible appeal to the dealer as well as the consumer. Other products sold by the store are associated with the beverage—bread, rolls, crackers, pretzels, cheeses, sauerkraut, sausage—maybe fifteen items. A display that helps sell such a large variety of items is one which the storekeeper would want to keep in the window as long as possible.

With reference to some of the results of the campaign, Val A. Schmitz, advertising manager of the company, said: "Of the 2500 complete windows which we installed for each of the three displays, two-thirds of them were in the window four weeks or more. Our average for the 2500 was four to five weeks. We had a larger number of displays in Brooklyn and Queens than in Manhattan—two or three times as many. Therefore, our sales went ahead much faster in these two Boroughs. Out of a list of 6000 better-class grocery and delicatessen stores, we picked a cream list of 2500 dealers. In addition to these, partial displays in the form of small cards were made in the windows of still other dealers—fully as many more."

## SAVOGRAN PROTESTS

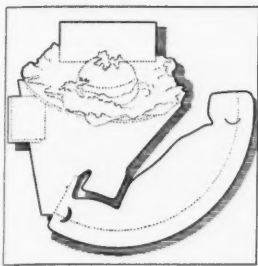
In the July issue of MODERN PACKAGING, display cartons used by The Savogran Co. were illustrated on page 28 in an unretouched photograph taken in the stockrooms of the Masback Hardware Co. Unfortunately, the accompanying text made no mention of a fact which has since been called to the attention of the Institute of Package Research by C. H. Frankenberg, of The Savogran Co.

Mr. Frankenberg states, "These display cartons are not intended to be used for re-shipment of our products but are purely for display purposes. For the convenience of our customers, however, we ship these display cartons set up and filled with three cans of our products in a corrugated shipping carton containing 21 additional cans—making a complete shipping unit of 24 cans. The display carton is, therefore, adequately protected in transit from our plant to the wholesaler.

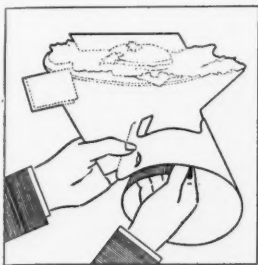
"Seldom, if ever, does a wholesaler ship only three cans of our products to his dealer customers. The usual order is in multiple of two dozen cans (in which case the original corrugated shipping carton is sent out without repacking) or in dozen lots, which would require re-packing before shipment. In other words, the display carton is practically never used as a re-shipping container and is not intended as such."

MODERN PACKAGING, in its statements of facts as to the construction and condition of the packages illustrated did not err. However, in view of the foregoing, it wishes to correct any mistaken impression that may have been created. The Savogran Co., in the light of this explanation is obviously aware and cognizant of the need for adequate packages and displays in the hardware field and is providing such to its dealers.





The NAPCONE, FLAT



A TWIST of the WRIST



The NAPCONE, SET UP



## *Heinz* chooses \*NAPCONES for Display

Just as retailers choose Napcone displays for use on counters and windows. One reason, they occupy a minimum of space. This Heinz display measures 6½" at the base and supports 3 pounds and 10 ounces.

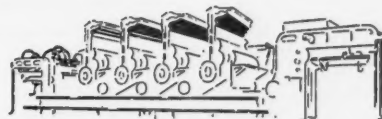
The Napcone, a new principle in display, consists of a single scientifically designed die cut sheet of light weight stock. It is set up with a twist of the wrist, yet is strong enough to support unbelievable weight. No mounting, no

\*Patent Pending

easeling, no construction expense. Easily carried and installed by salesmen, mails economically, and folds flat for shipment in cases or cartons.

The National Process Company are the exclusive makers of Napconstruction displays, all of which are entirely new in principle. In addition, they have long been noted for their ability as producers of all forms of lithography in one or many colors.

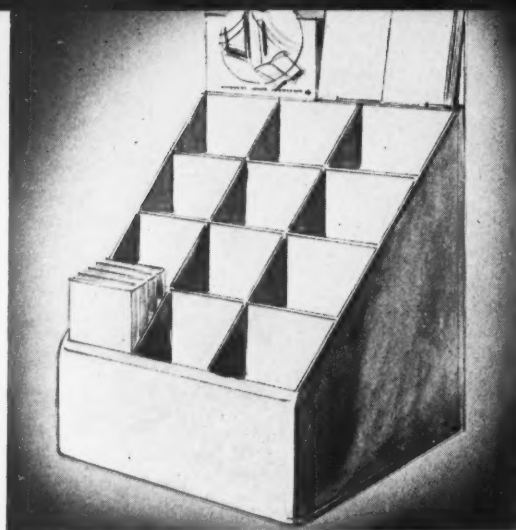
### THE NATIONAL PROCESS COMPANY, INC.



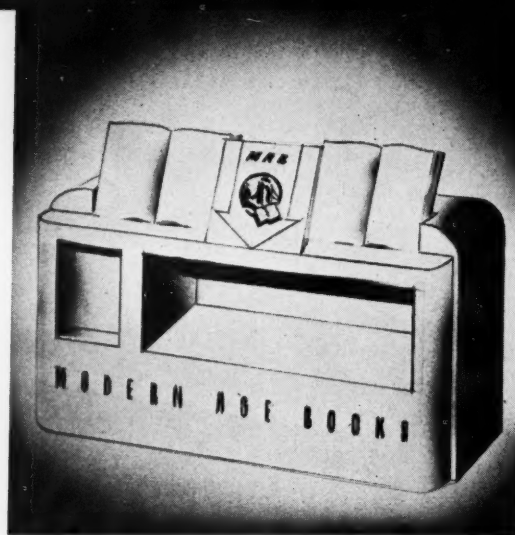
75 VARICK STREET, NEW YORK • LITHOGRAPHERS SINCE 1912

OCTOBER 1937

63



1



2

# Book Display

## SCORES A HIT

### Step-by-Step Development of Novel Display Piece

DURING THE PAST TWENTY YEARS THERE HAVE been many attempts to publish books on a mass production basis and sell them at prices within the reach of the largest number of readers. But unlike the case of the celebrated pre-war German Tauschnitz library publishers, no major success has ever been scored by an American publisher. Haldeman Julius, and several others, have published long lists of small pamphlets, digests, and reprints at extremely low prices. But generally they have been forced to rely upon mail-order selling to obtain wide distribution, and, even then, have found the going most difficult.

Others have found it possible, along limited lines, to market reprints at 75c and \$1, but have been obliged to go beyond the confines of the book trade and sell through drug stores and newsstands.

Such extensions of sales outlets have produced their own complicated problems of mark-up, distribution, and volume. These are enough to dissuade the better old-line publishers from making any rash adventures beyond the orthodox line. Yet so tempting is the field—on paper—and so large the reward, that a new start toward it is to be expected every few years.

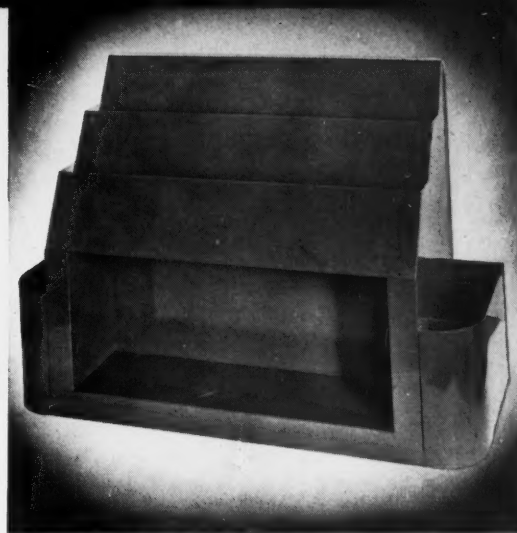
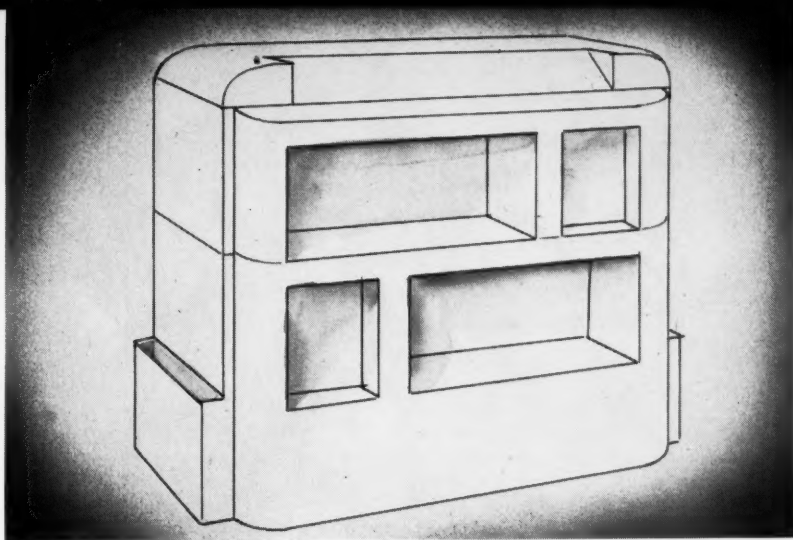
Such a start, this time with a far greater probability of success than ever before, is now being made by Modern

Age Books, Inc. This firm is publishing a rapidly growing list of titles, both new books and reprints, novels and non-fiction, at prices ranging from 25c to 85c. The publishers realize that if they are to serve the thousands of retail outlets necessary to achieve mass distribution, dealers could not be expected to give the kind of explanatory service usual in a bookstore. Therefore, the books themselves and the counter displays must bear that burden. Furthermore, adequate, complete, and sturdy displays were necessary to insure a full showing, the handling of a complete stock, the announcement of new items, and the elimination, as far as possible, of damaged goods resulting from handling.

This problem of adequate counter display, therefore, received the full attention of publisher, advertising agent, and supplying consultants. The solution proceeded through a number of stages of refinement, as shown in the accompanying pictures, until the successful display was produced. A brief description of the first display suggestions will emphasize the important features of the display finally adopted.

The first display racks proposed (Fig. 1) consisted of twelve compartments into each of which four of the books could be inserted upright. A back panel featured the brand name and held one book in open position to display the typography.

A number of objections were immediately apparent. First, the design differed little from one that might be used for candies, dyes, adhesive plasters, or any other



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similar line. It lacked that element of novelty essential for the new venture. Secondly, only twelve items were displayed, yet four square feet of space were consumed without providing any reserve storage space. Again, the withdrawal of one or two books from any compartment would cause the others to fall forward and obscure the display of the titles.

In view of these deficiencies, a more functional design was sought and developed. See Fig. 2. This provided space for storage, as on a library bookshelf, of a number of titles, displaying only the backbone of each book. It also provided space for the placement of one book with its full face showing. At the top, two books could be shown open.

Without stopping to mention the objections to this type of display, which will be seen as the others are referred to, the third development is shown in Fig. 3. Compartments were added at the side to hold oversize books. A system of vertical expansion is made possible by the addition of one or more middle sections between the standard top and base. The top provides space for three volumes, at eye level, one volume open and the other two closed.

### Final Steps

Although this unit was an improvement over its predecessors, it was still too bulky. Hence designs Figs. 4 and 5 followed. The top display rack was changed to provide two steps so as to display as many as eight titles, face front. The side pockets for larger books were abandoned since these could now be placed in the upper of the two step-like compartments. The side pockets were changed to hold poster announcements of new titles. The open-book idea was abandoned as impracticable and all stock held in a single library-type storage shelf. The step-like compartments being deep enough to hold three books, added to the stock space and did not suffer from the disadvantage of the original display, i.e., their construction prevented the books from falling forward.

As the successful embodiment of all advantages, design No. 6 was adopted and put into production. It is made by the Sign and Display Guild, is of sheet metal,



enameled in bright red and silk-screened with the Modern Age legend. Its advantages are obvious, namely, maximum display of front covers, maximum storage space with backbone visibility, poster space at ends, minimum counter space, and light-weight yet durable construction. The first order, placed a few weeks ago, called for 2000 cabinets. So successful, however, have been both the cabinets and books that an additional order for 5000 is now in process of production. According to Tom Vance, of T. J. Maloney, Inc., the Modern Age advertising counsel, the second order bids fair to be fully allotted before manufacture is completed, at the rate orders are being received.



# Display Gallery

1. The display piece and glass jar of the Robur Tea Company, Melbourne, Australia, were produced especially for its Christmas trade. The Coffee Essence is another effective display of the same company. Both products are new and have had an unusual success. Bottle labels and display cards were designed and printed by McLaren & Co., Melbourne; bottle by The Australian Glass Manufacturers Ltd.

2. Testing the new corrugated shipping and display cases in which Maine potatoes will be marketed throughout New England and Atlantic Seaboard States, in the Gair Laboratories store. Maine potatoes are to be packaged six to a box and twelve boxes to the convertible shipping and display case. Initial shipments are to be made between Oct. 15 and Nov. 1.

3. A "Pilaster Display" for Superkleen Brush dealers (Devoe & Raynolds). It is lighted in red by steady illumination. The die-cut letters in hood make it look like a neon sign. Made of tin in brilliant blue, red, and yellow colors. Made by American Can Co.

4. A cabinet display new this year with Devoe and Raynolds (Brush Division). The distinctive features are the size and accessibility of the top display space, and of the storage compartment inside, reached from the rear, which is moth-proof and dust-proof—important for bristle welfare. Top

lifts off and may be placed on counter. Made by American Can Co.

5. An attractive counter piece for "Signwriters' Fitches," made by the American Can Co. for the Brush Division of Devoe and Raynolds. It is appealingly arty and full of self-salesmanship. Lithographed on tin. The seven cylinders holding the brushes are made of aluminum, which hold approximately two dozen brushes. Display base of wood.

6. An illuminated action display piece for Superkleen Brushes. The word "Superkleen" is illuminated with a flasher light with green neon effect. The stooping painter moves backward and forward, dipping brush into pail. This motion is operated by a mercury switch to make and break contact. An actual brush is mounted on this display. Made for Devoe and Raynolds by Einson-Freeman Co.

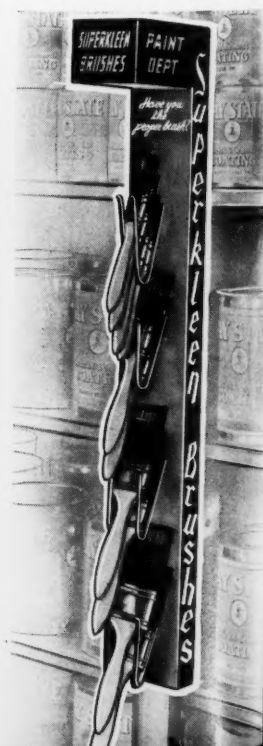
7. Unguentine states that this is the fourth year in which the famous diving girl has been the central figure of the Unguentine window display. The company says they have received requests from all over the country for reproductions of this painting. It has been used each year with various treatments. This year other uses for Unguentine are brought into prominence in the side pieces. Over 60,000 reproductions of the diving girl are being made this year, used in window displays, billboards, subway posters, and counter cards. The girl

is the work of Artist Bradshaw Crandell. Display designed and lithographed by Einson-Freeman Co. Inc.

8. The handsome Coty display cabinet is described as a "streamline symphony of mirror, chrome, glass, and figured gumwood in natural finish." The back of the case has a sliding door and a reserve-stock compartment, neither of which can be opened until a special spring catch is released. Five bottles in the lower right-hand corner are tester flacons which are anchored to a ball-bearing supported revolving platform. The case is 11½ in. high, 15 in. wide, and 5 in. deep. Made by Arrow Manufacturing Co. Inc.

9. A counter display piece for tobacco pouches, made of tan cardboard with transparent cellulose sides, printed in rich brown and red. Pouches and display made by Columbia Products Co.

10. The distinctive feature of the large counter or window display of the Brown-Forman Distillery Co. is that the weight of the parrot, which is mounted on a length of spring steel, supplies its own motion. The slightest touch, or breath of air, will cause the parrot to rock back and forth. The smaller piece, for back of the bar, holding the quart bottle, is also built with the spring steel construction. A third display is a cut-out piece constructed to fit over the neck of the pint bottle. All three are designed for inside store tie-up. Displays by Zipprodt, Inc.

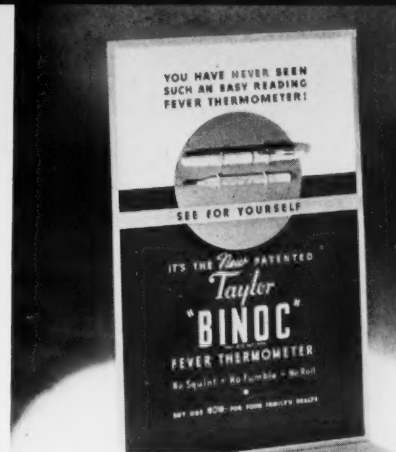


11. Al. Foss lures were known for a great many years by their red, blue, and green tin box. This display carton recently produced by the Dennison Manufacturing Co. for American Fork & Hoe Co. holds twelve of the small cardboard boxes, only six of which appear in the opening. As one of the small boxes is sold and removed, those above slide down and fill the gap. Seven packages may be sold before the case appears incomplete.

12. An actual thermometer, and pocket case for it, are mounted on the counter card of the Taylor Instrument Companies. The circle is red, the reverse plate blue, the border and cross panel green, and the type in upper space black. Made by Stecher-Traung Litho. Corp.



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# WHISKEY TAKES IDEA FROM FOOD

A GOOD EXAMPLE OF HOW A MANUFACTURER in one business can adopt profitable ideas from another business totally different from his own is illustrated by an experience of Frankfort Distilleries, Inc., Louisville, Ky., in their dealer display department.

This company has been advertising their leading brand of whiskey, Four Roses, in national magazines, newspapers, outdoor display, and dealer displays. In connection with this year's campaign, which began just before Christmas 1936 with their "Bowl of Merry Christmas" advertisements, the company put out an elaborate window set-up in attractive colors and appealing human interest. Two old men are shown preparing the Christmas punch-bowl—the famous egg-nog recipe which is featured in the display and printed on every Christmas package of Four Roses.

## Floor Merchandisers for Whiskey

This year the company added a new feature, a floor merchandiser. "We decided on this feature," says the company, "because it has proved such a successful merchandising idea in the food business. James F. Brownlee, president of Frankfort, was formerly vice-president and director of General Foods Corporation. This form of floor merchandiser has been used most successfully in

the promotion of food items and we saw no reason why it should not prove equally successful in the whiskey business. Our idea was to get our merchandise out where people could see it.

"When these display stands were completed, we published a special broadside to the trade telling how successfully they had been used in other businesses. We also held meetings of our district managers at which they explained the value of these displays to their salesmen and jobbers' salesmen."

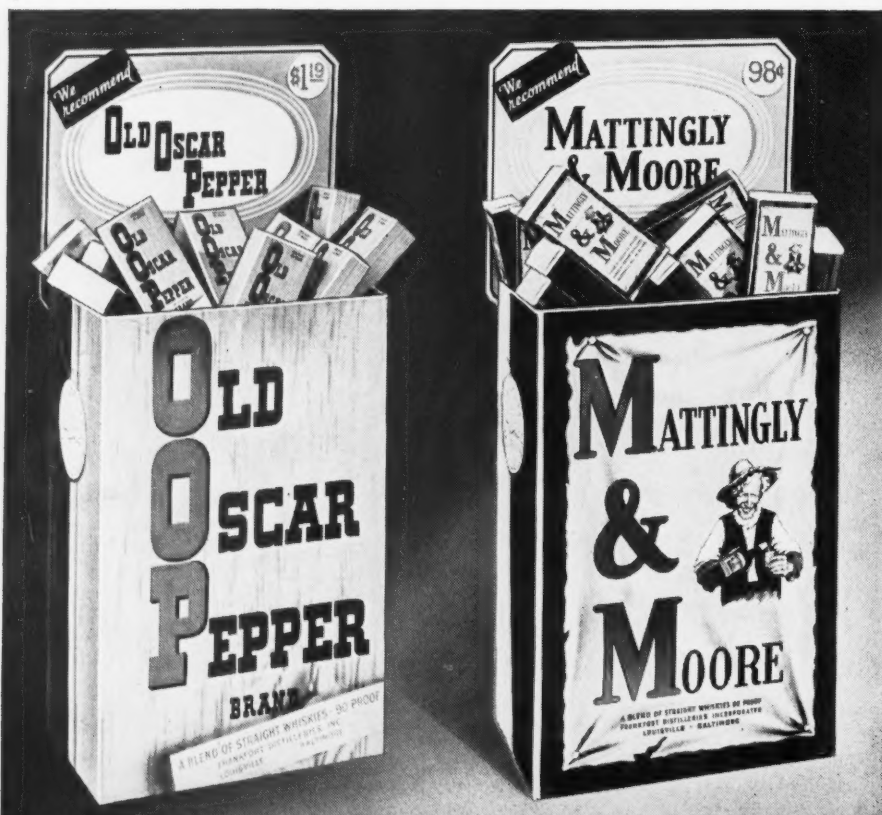
As the company plans to use these displays again this year to promote dealer sales during the heavy buying season, a description of them will interest those who may be casting about just now for suggestions. These Frankfort displays have a number of unique features.

## Construction of Displays

There are two displays, both same size, each featuring two products. Each is therefore a double-duty display, or two displays in one. The display for Four Roses, when turned around features Paul Jones, another Frankfort brand. When the second display—for Old Oscar Pepper—is turned around it features Mattingly & Moore, two additional whiskeys.

Both displays are 28 in. wide, 18 in. deep, 40 in. high.

1. The floor merchandiser is reversible. Turn the base around, put the panel in place, and the dispenser advertises another brand.
2. The top panel is removable.
3. Cards for the panel are interchangeable.
4. During the holidays, the Christmas wreath fits on the top of the panel.



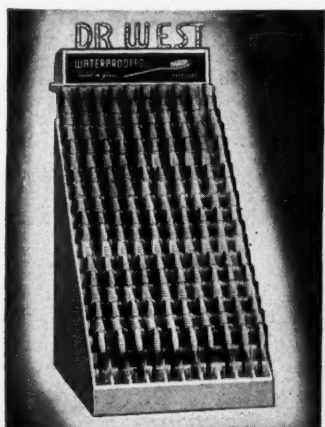


# News!

## EINSON-FREEMAN PRESENTS LITHOGRAPHY + BIOLITE



BIOLITE tubes demonstrating distilling action.



BIOLITE sign combined with counter dispenser.

TO make best use of "high spot" locations—to take full advantage of the largest sidewalk and store circulations—to secure the coveted cooperation of retailers in the higher brackets—to serve as a most effective "dealer premium" to put over merchandise deals, Einson-Freeman now presents another potent "PLUS" to national advertisers.

By exclusive arrangement with Biolite Inc. under U. S. Patents No. 1,503,546; 1,603,535; 1,856,098; 1,972,155; 2,031,409; 2,031,416; 2,036,032; 2,041,135; Einson-Freeman adds to Direct Color photography reproduced by Deep-Etch Offset another "Einson-Freeman exclusive"—Lithography plus

### "Bubbling Light"

Anyone who has seen the Lucky Strike or Dr. West signs cannot deny the high attention value of this light that is constantly *alive* and in motion. But to realize the full possibilities of this "plus" for demonstrating a process (as in the Gordon Gin "back bar" display) or putting the product in *action*, let us analyze your display problem and see how Biolite can be added, at less than the previous high cost of "flowing light" devices, to enable you to offer the "something more" they demand to the top-notch outlets that are well worth it!

**EINSON-FREEMAN CO., INC.**

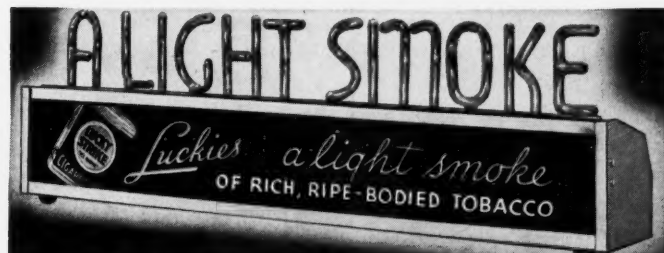
LEADERS IN *Display Lithography* FOR 35 YEARS  
LONG ISLAND CITY, NEW YORK



BIOLITE tube animating trademark.



BIOLITE tubes animating arrows.



Standard BIOLITE sign, with metal box and lighted letters.

## LIQUOR TAKES IDEA FROM FOOD

(Continued from page 68)

This display dispenser may be used for any of the advertiser's whiskies merely by changing the card in front.



Inside of each is a strong corrugated "X" fold forming a shelf to hold the packages of whiskey. Each stand holds a case of quarts, or a case of pints. The panels are set in and form a back for the displayed merchandise as well as a space for advertising. These panels are removable and reversible, one display being printed Four Roses on one side, Paul Jones on the other; and the other display, Old Oscar Pepper and Mattingly & Moore.

The Christmas wreath, for the holiday season, is also removable and slips on to the top of the panel. Taking away this wreath after the holidays in no way decreases the selling effectiveness of the display stand during the rest of the year. The space in which the brand names appear is made so that cards for other brands may be placed therein, or a seasonal message.

### The Counter Dispenser

For counter use the company provided the dealer with a counter dispenser in the semblance of a basket. It appeals to the dealer because it is an "institutional" piece and may be used by the merchant for any of the advertiser's whiskies he desires to push by changing the card in the front, Four Roses, Old Oscar Pepper, etc. The badge on the man's coat identifies this display piece with Frankfort. The price ticket is blank, so that the dealer may mark in the price. Where merchants expressed the fear of pilferage, dummy cartons were suggested.

The fact that Frankfort plans to make use of these display stands and counter dispensers in its forthcoming campaign is sufficient evidence that they were productive silent salesmen for the dealer.

Credit: To The United States Printing & Lithograph Co., makers of merchandisers and dispenser.

Let Your Product  
Meet the Buying Public  
With

## UNION DISPLAY RACKS

• The proper introductions and display will immediately increase the turnover in your dealers' stores. Union Displays are daily building sales of most every kind of merchandise.

Send today for catalog which describes the many styles and sizes and gives case studies of results which users have obtained. If a modification of one of our present designs will not properly display and merchandise your product, we will design and test a new display that will increase sales.



Counter Stock of  
Potato Chips on Display  
DW340.

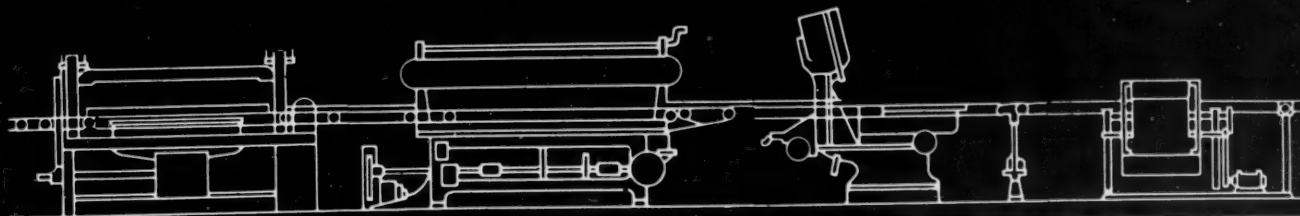
Canned Oil  
Floor Rack DW1204



Coffee Display including  
pocket for  
Advertising Folders.  
DW271.

## UNION STEEL PRODUCTS CO.

521 Berrien St., Albion, Michigan



# **PACKAGING PRODUCTION**

**MACHINERY  
AND  
EQUIPMENT**







# "A Swell Idea!

...but where can we get  
a machine to do it?"



*Ask the Package Machinery Company*

When you have a new packaging idea for your product, and you're wondering about a machine to handle it—ask us.

We have helped to solve the packaging problems of hundreds of manufacturers in practically every field in which packaged goods are produced.

Probably your problem is not without precedent. Possibly we have solved it for some one in another industry. Perhaps we already have a machine that will handle it both efficiently and economically . . . and if not, we can design one. In any case, you can benefit by our experience.

Without obligation to you, let us tell you if your plan is feasible or impossible . . . simple or complicated . . . reasonable or expensive. Feel free to call on us at any time.

Consult our nearest office.

**PACKAGE MACHINERY COMPANY, Springfield, Mass.**

NEW YORK

CHICAGO

CLEVELAND

LOS ANGELES

Peterborough, England: Baker Perkins, Ltd.  
Mexico, D. F., Apartado 2303

Melbourne, Australia: Baker Perkins, Pty, Ltd.  
Buenos Aires, Argentina: David H. Orton, Maipu 231



## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

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# *ten systems*

## **FOR PACKAGE HANDLING**

By FRANK H. MAYOH

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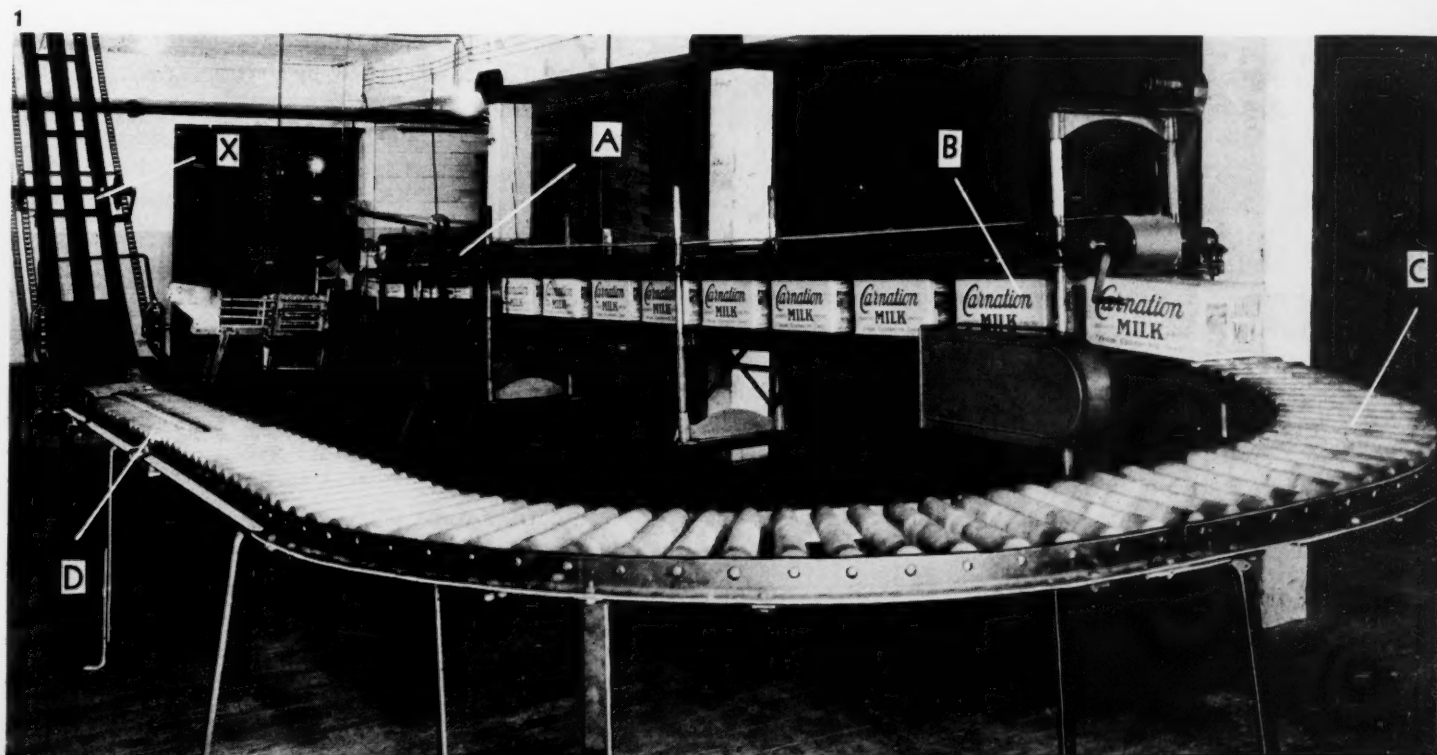
Package handling machines and operations described in this article are as follows: (1) Gravity (180 deg.) curve type conveyor, (2) Wrapping and carrying the package through 90 deg. horizontal stations, (3) Machine set-ups that change the package direction, (4) Method of elevating the package to make a return line, (5) A continuous reverse line arrangement, (6) An unusual set-up that turns over a round package, (7) Double row conveyor line with single row cut-in for lining and carton sealing, (8) Taking a carton to a lower level, (9) Turning from a flat to an edge position, (10) Conveyors and collector for cartons.

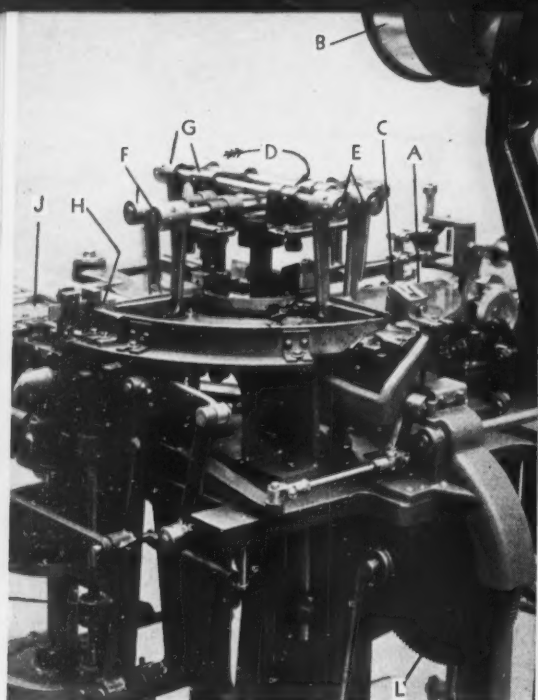
PACKAGE IMPROVEMENT IS A SUBJECT EVERY manufacturer of merchandise is vitally concerned about—or should be. Just as vital as the package is the method of handling it. Costly handling, inefficient wrapping and packing can interfere with the success of a good product and a well-designed container.

This article has been prepared with the needs of one person in mind, namely, the production manager who is

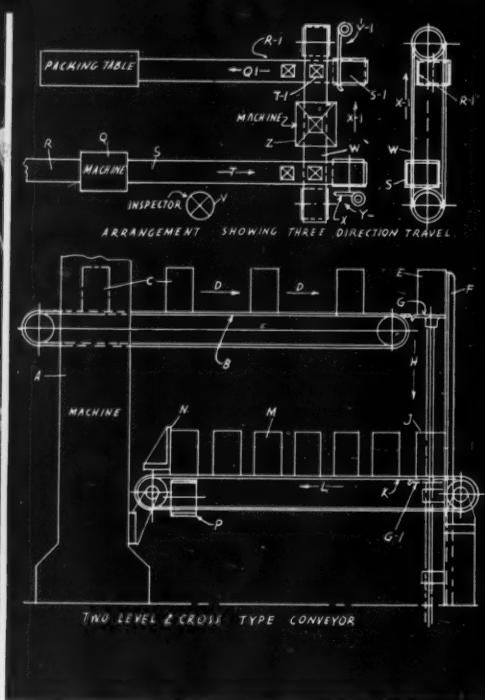
dissatisfied with his present package handling methods, whether they are hand or machinery, one or the other, or a combination of both, and wants suggestions that will save time and cut costs. The particular problem may be limited space or continuity of operations in labeling, filling, closing, wrapping, weighing, carton forming and folding, shipping. These and related operations will be discussed.

1. Gravity (180 deg.) curve type conveyor.

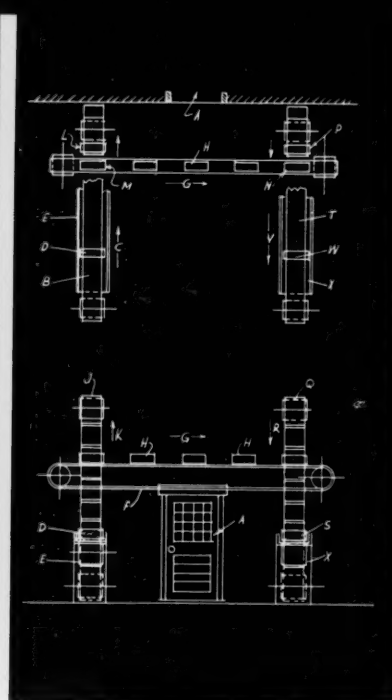




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2. Wrapping and carrying the package through 90 deg. horizontal stations. 3. Machine set-ups that change the package direction. 4. Method of elevating the package to make a return line.

Fig. 1 shows a reverse roll gravity conveyor of familiar type. Its general purpose is to reverse packed shipping cases after they come through the sealing machine at A. Rolling along a short straight drying portion at B, the cases are reversed as they are carried around the curved section C, thence along the straight portion D to an adjoining inclined conveyor at X which carries them to the floor above.

Fig. 2. For carrying small articles around a circular arc while wrapping them, a machine combination of the type shown in Fig. 2 is used. The articles to be wrapped enter the wrapping position at the rear of A, transparent cellulose is fed into the machine from the roll B, a pair of gripping fingers C take hold of the article and carry it continuously around in the direction of the arrow D, stopping at points E, F and G. At some of these stops various folding operations are performed.

Four sets of gripping fingers are employed so that actually four packages may be handled at one time. Some of the folding operations are performed while the entire gripping unit is being revolved; others occur at each 90 deg. station. At H is a mechanism that moves up and down by means of a co-acting mechanism which flattens the final end-folds on the package. The completely wrapped goods are discharged on to the receiving table at J, which can be arranged as a belt conveyor. Other features are the vertical cam shaft K and the feed gear L which operates in combination with an adjustable ratchet arrangement to feed the desired amount of wrapping material into the machine. This type of mechanism is only suitable for handling small goods; increased size and circular travel would result if made for large packages, with resultant slow operation.

Figs. 3 and 4 show arrangements of machines and conveyors that re-direct the package travel for performing different functions, such as making up cartons, lining

them, filling, weighing, closing the cartons, wrapping and bundling or other operations of a kindred nature.

Fig. 3. Referring to the lower portion of Fig. 3, the frame of a machine is indicated at A with a belt conveyor at B carrying the packages C in the direction of the arrows D. Package E comes against a vertical rail F and on to a plate G. It is lowered in the direction of the arrow H to position J on belt K, plate G being in position G-I. As belt K is traveling in the direction of the arrow L, the packages M come against stop N where a cross feeding mechanism (not shown) pushes them on to the belt P which is traveling at right angles to the rest of the machine.

In the upper section of Fig. 3 is a plan view of a packaging arrangement; at right is an end view of the belts. The first machine in the line is shown at Q which might be for tight-wrapping the filled cartons after they have come along from a filling line R. The cartons are then conveyed on the belt S in the direction of arrow T, passing by an inspector at V. The upper side of belt S passes over a cross belt (traveling in the direction of arrow X-I) and each package as it comes along is pushed off belt S and on to belt W by a swinging arm, a section of which is indicated at X, swinging in the direction of the arrow Y. Another machine is indicated at Z which could be used for wrapping the cartons in transparent cellulose.

Belt W in turn is arranged to travel above the top side of the belt R-I which travels in the direction of the arrow Q-I. An arm S-I sweeps over the top of the belts as indicated at V-I and carries the package T-I off the upper belt and on to the lower belt, along which it travels to the packing table (see Fig. 3).

Fig. 4. An unusual arrangement of conveyor belts for carrying packages in various directions is shown by Fig. 4. It was desired to have two long conveyor belts in a narrow room with a door A in the center. The

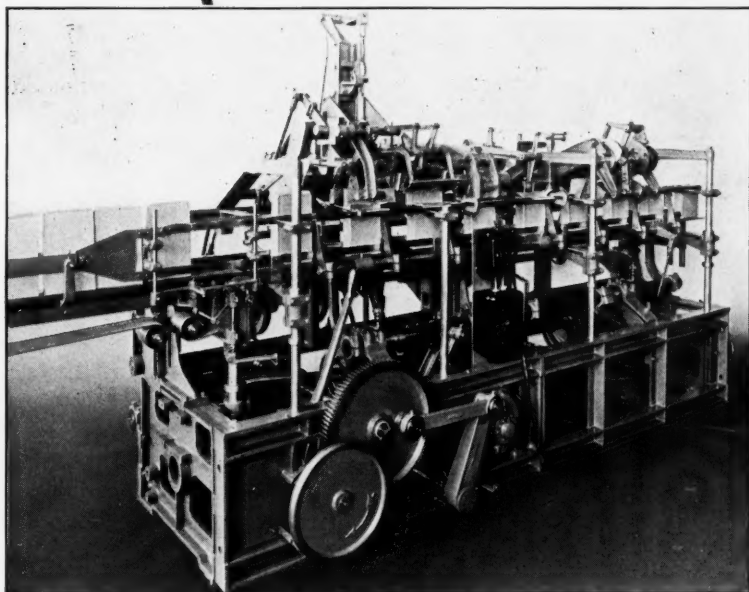




*Increases product*  
**PROTECTION**

**PNEUMATIC'S**

## **COMBINED *Top Closure***

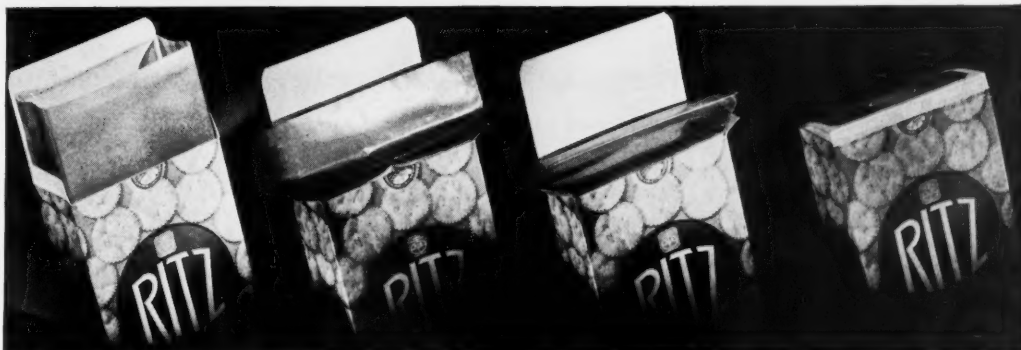


Lined cartons are not new, but independently closed liners are a real advancement. Triple folding the liner top makes a tight package within a package and it is obvious that products so packed get maximum protection at low cost. When used with an easy opening feature such packages can be opened and reclosed as often as needed until contents are used up. Pneumatic's Combined Closure machine does both jobs of closing the liner and sealing or tucking carton flaps. Write for more complete information.

Here are four close-up views of the new RITZ package showing progressive stages of making a combined top enclosure.

\* \* \*

Visit Pneumatic at the  
Chemical Exposition,  
Grand Central Palace,  
New York  
December 6—11th  
Space 22



PNEUMATIC SCALE CORPORATION, LTD., 71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires



# **PNEUMATIC SCALE**

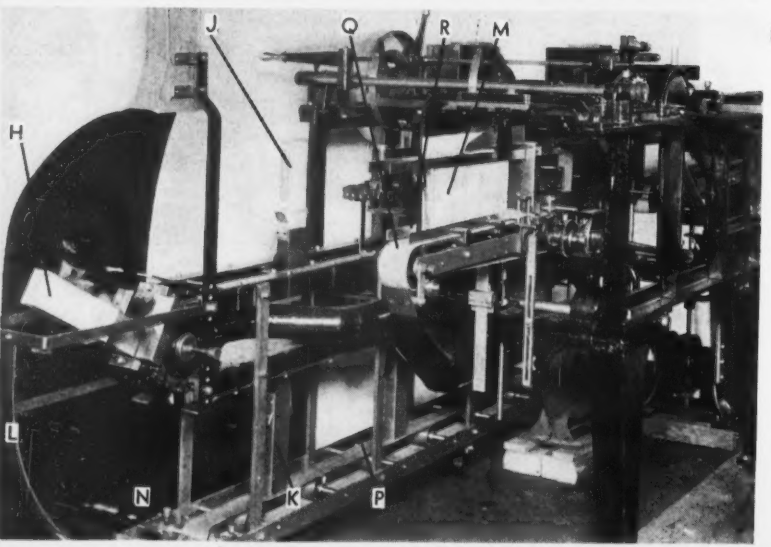
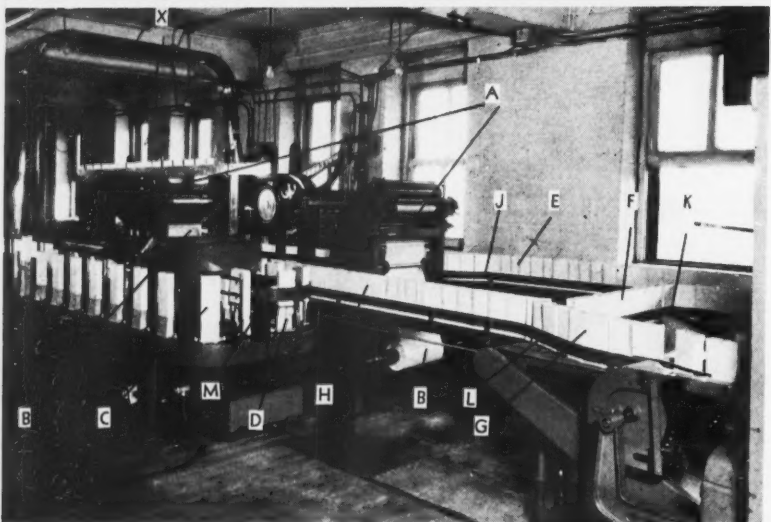
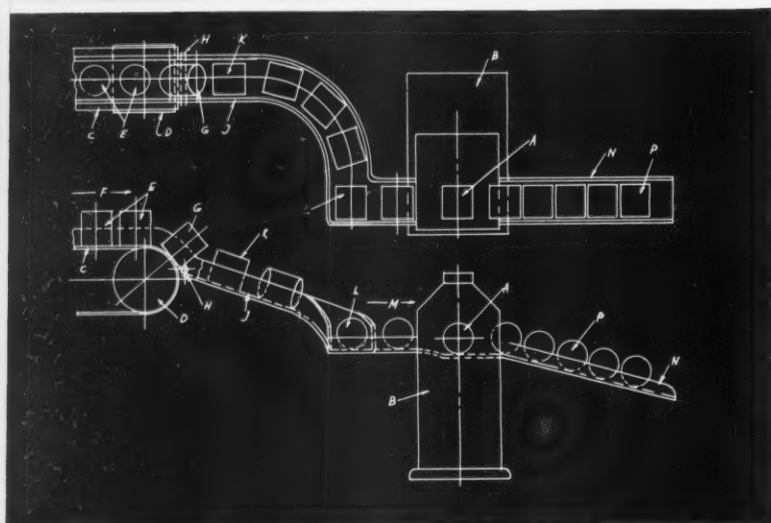
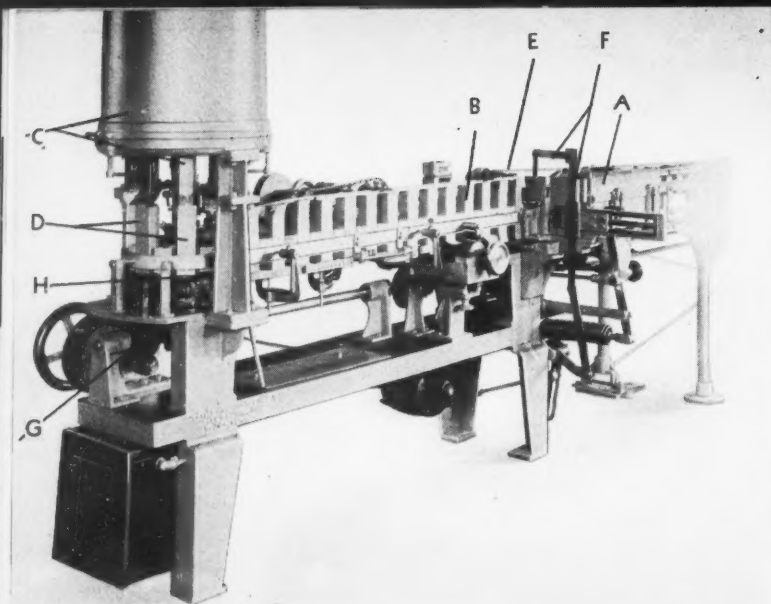


***Packaging Machinery***



OCTOBER 1937

75



5 upper view is a plan and the lower view is an end elevation. The conveyor belt B (upper view) at the left travels in the direction C. The packages on this conveyor belt are indicated at D in both views while E is a supporting frame for the belt.

Above the door A is a cross belt F traveling in the direction of G. Packages are shown on this belt at H. To get these packages up to the level H from the level D a vertically placed conveyor is employed. This is indicated at J. It travels upward in the direction K, the belts being so arranged that the packages from the lower level are fed on to paddles on the vertically placed belt. When the packages reach the right height a plunger mechanism (not shown) pushes them from L to M.

When the packages have been conveyed across the door A another vertical belt traveling downward receives them as they are pushed from N to P. This belt Q travels in the direction R, thus carrying the packages to a point S where they are ejected on to the horizontally placed return belt T, traveling in the direction V and carrying the packages—one of which is shown at W—lengthwise back down the room. The supporting structure for this belt is shown at X in both views. No attempt has been made to show all of the operating structure used in this installation. It would have to be adapted to conditions.

Fig. 5. An interesting and complete machine set-up, in which the package is made to turn a corner is shown by Fig. 5. The machine embraces within its structure a continuously moving belt. The carton magazine is shown at A, the cartons being automatically fed, opened up, refolded and inserted in the pockets of the continuously moving belt where they appear as shown at B, having had the bottom sealed meanwhile. They are then carried around under the turret filling mechanism, indicated at C, under which cartons are indicated at D. This turret filling mechanism continuously moves at the same speed as the carton; and while the pockets of the turret are over the cartons, the filling is accomplished, by volume, without the stoppage of the carton. The filled cartons then return on the opposite side of the machine, are top sealed and pass through the drying conveyor at E, ready for the shipping case.

The carton cross-feed and part of the opening mechanism of this machine is shown at F, while a drive for the turret end is indicated at G. The carton-rotating portion of this machine comprises a plate section, H, on which packages are carried around through a half circle.

Guides at the entering and leaving end direct the packages into the right channels so that they travel first from a straight-away, to an under-the-turret position and then from the rotary table to the straight return delivery and the belt.

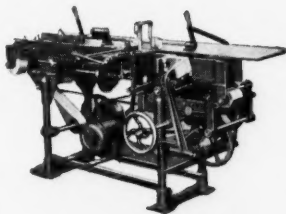
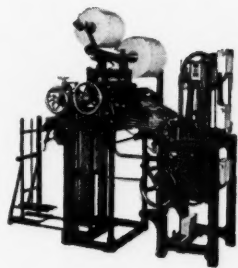
Fig. 6. One would get the impression from a first

- 5. A continuous reverse line arrangement.
- 6. An unusual set-up that turns over a round package.
- 7. Double row conveyor line with single row cut-in for lining and carton sealing.
- 8. Taking a carton to a lower level.



# IF YOU HAVE

## A PACKAGING PROBLEM



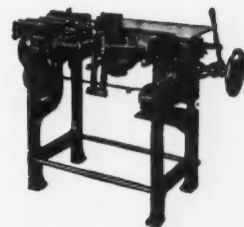
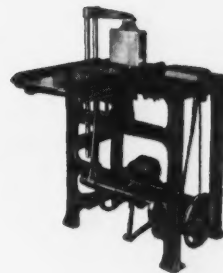
Investigate these PETERS Automatic Carton Packaging Machines which are used extensively for setting-up and closing packages.

The above are only a few of the cartons which are daily handled on our machines. The many companies using this equipment find large savings, increased production and the minimum amount of floor space required.

Plants requiring production of 35-40 cartons per minute install a JUNIOR CARTON FORMING AND LINING MACHINE to set up their cartons and a JUNIOR CARTON FOLDING AND CLOSING MACHINE to close their cartons. These machines are adjustable for a wide range of sizes.

Where larger production is required, SENIOR MODEL Machines are available, both for setting-up and closing cartons automatically.

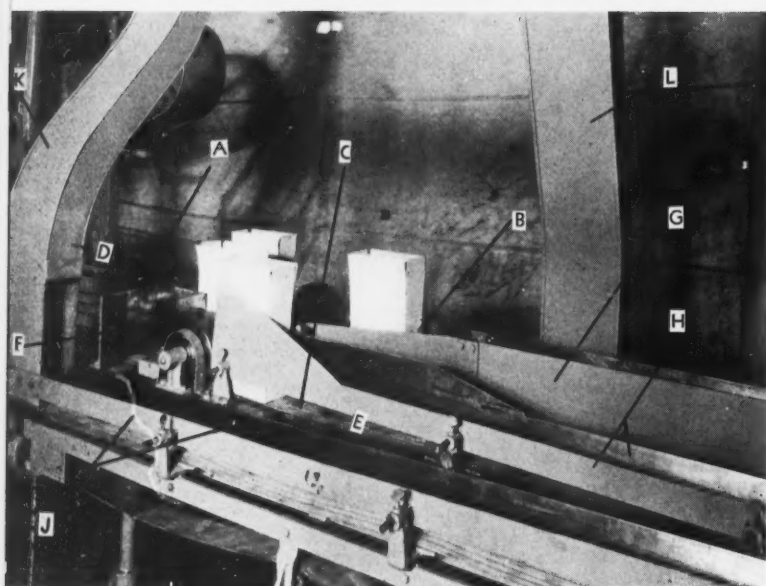
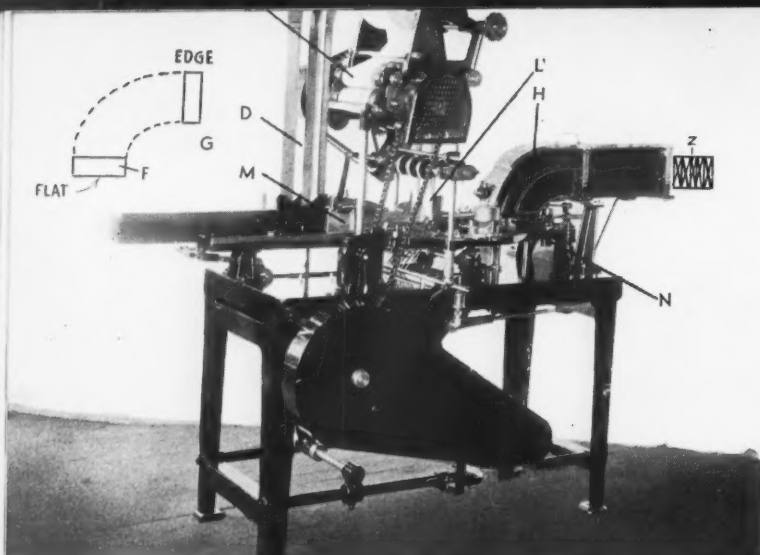
May we send you full details on machines to handle your production requirements economically and efficiently? Drop us a line today!



# PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois





9. Turning from a flat to an edge position.  
10. Conveyors and collector for cartons.

glance at Fig. 6 that this was a simple tumbledown arrangement, but a study of the diagram shows careful planning. The operation performed is to wrap the round package shown at A in a machine indicated at B.

The packages are conveyed into the machine on a belt C that passes around the pulley D. The lower view is a front elevation, and the upper is a plan view. The packages at E come along with the belt in the direction of the arrow F, resting on their ends. As the packages go around the pulley at G an interfering bar at H causes them to be tipped over so that they fall and slide along the chute J in the manner indicated at K. As they slide along, the curved construction of the chute causes the packages to make a quarter-turn so that when they arrive at L they are in position to roll on their cylindrical surface into the machine at A, where the wrapping is done. Following the wrapping operation, the packages are discharged so that they roll along the angular chute N, and go down the chute in a continuous line.

Fig. 7. The importance of mechanisms for turning corners with rectangular packages is well brought out in the machine constructions shown by Fig. 7. At A are

indicated carton lining machines with a roll of the lining material entering the machines at B. Corner turning mechanisms are shown at C and D.

Referring to the carton conveyors, E shows the double row conveyor line and the single row conveyor which receives the filled packages from either line F or line G for delivery to the carton sealing machines. H is a single row conveyor which delivers packages to the carton sealing machine for top sealing. These conveyors are equipped with devices for collecting the double row of cartons into a single line with package guides, indicated at J, K, L and M, which give a good idea of the method used to divert the packages around the corner.

Fig. 8 illustrates the method of swinging the carton H around the corner between the upper position J and the lower position K, there being a guard at L which shows the extent of this radial sweep. At M is a compression unit which allows sufficient time for the adhesive to set after the cartons are sealed. Sprockets over which the conveyor chain passes are shown at N with a pressure belt indicated at P. There is also a conveyor belt at Q with side guides for the packages at R.

Fig. 9. The wrapping machine in Fig. 9 carries small packages around the corner from a flat to an edge position as shown at F and G. This takes place within the curved discharge chute H in the machine proper.

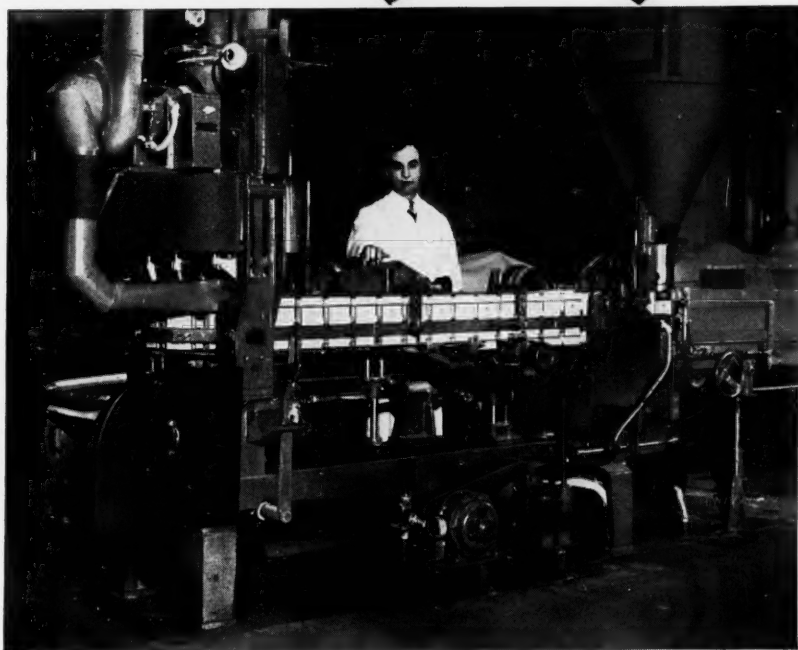
As the package travels through this machine, the roll of wrapping material J is fed by means of feed rolls K so that the sheet end terminates in a vertical position at L, where it is cut off in front of a package just ahead of the first wrapping position. The unwrapped packages are taken from a magazine at D and go into the machine at M. After making the fold around the goods with the cut-off sheet, the end tucks and folds are made. This brings the package to point N below the curved chute H. The upper side of this discharge chute is lined with brushes and these hold the last fold made, which is an edge seam.

This method of handling permits the use of a much shorter discharge chute than would be required if the packages were discharged (at Z) with the flat side down.

Fig. 10. A section of a machine showing conveyors, with a carton collector, is illustrated in Fig. 10. Cartons are conveyed along the lines A and C, each traveling in opposite directions, as indicated at D and E. They deliver bottom-sealed cartons to the collector on conveyor B for delivery to a filling machine from a position F in a single row. As the cartons are diverted into the single line they move forward in the same direction as line A. Side guides are shown at G and H for the two lines of cartons; the two side guides at J guide the carton into the chute K by means of which the carton passes overhead and is turned end for end. The opposite end of the chute is shown at L, there being a continuous loop above (not shown) similar to that shown at X in Fig. 7.

Photos shown in connection herewith are of machines made by National Packaging Machinery Company, Stokes & Smith Company, J. L. Ferguson Company and Package Machinery Company.

# ANOTHER NATIONALLY KNOWN PRODUCT PACKAGED ON STOKES & SMITH NEVERSTOP CARTON FILLING AND SEALING MACHINERY



*Neverstop Carton Filling and Sealing Machine at the National Biscuit Co.*

## TIGHT SEAL, NON-SIFT, ACCURATE FILL, HIGH PRODUCTION, SMALL FLOOR SPACE, LOW MAINTENANCE

The Neverstop, as its name implies, automatically feeds the cartons and seals them while in continuous motion so that high speed production is obtained with slowly moving mechanisms.

For materials which should be weighed or require an auger feed, automatic gross or net weight scales give accurate weights and all of the advantages of the Neverstop method of feeding and sealing the cartons are combined with the weighing or auger feed filling machines.

For smaller cartons a made-up bag may be used as a liner, this bag being automatically fed and inserted into the carton before the filling operation and after filling automatically folded into the top seal of the carton to make a tight closure. For larger cartons the liner is taken from a roll and made into the carton before filling.

The Sealing Machines may be furnished for the hand feed of cartons or with an automatic carton feed which refolds the carton before insertion in the carton pocket of the Neverstop.

An extremely tight seal is secured. All of the flaps of the carton are glued and the first wide flap to be folded is crowded over into the fold of the second wide flap as it is being folded down.

Detailed information will be furnished upon request. A sample package will help in specifying equipment.

*Write for Information*

## STOKES & SMITH CO.

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

TYPICAL DAILY PRODUCTION ON TWO PACKAGING UNITS  
AT THE JELL-WELL PLANT

	machine #1	machine #2
Working-day 8 hours, with 20 mins. out for rest	460 mins.	460 mins.
Although rated speed is 60 per min. actual speed is	64/min.	65/min.
Per cent of actual speed above rated speed	7%	8%
Theoretical maximum output is 460 x actual speed	29,440	29,900
Actual number packages completed in a typical day	28,891	29,225
Efficiency is ratio of actual to theoretical output	98.2%	98.2%
Number of stops for replenishing liner paper	3	3
Number of stops for changing flavors	2	1
Correct package (3 $\frac{1}{4}$ oz. net) average inaccuracy	+ .0169 oz.	+ .0225 oz.
Largest overweight inaccuracy	+ .0422 oz.	+ .0492 oz.
Largest underweight inaccuracy	+ .0071 oz.	+ .0071 oz.

## SINGLE UNIT REPLACES FIVE

REPLACING OLD MACHINES WITH NEW WILL bring about startling economies, provided the replacement is carefully studied for increased efficiency.

Here is an instance where one combination machine accomplishes the work formerly done by five distinct machines connected by belts and conveyors. While maintaining the same unit output per hour as the old machines, the new installation takes up but one-third of the space, eliminates a 50-ft. walk by the operator, simplifies his work, lessens his fatigue and reduces shut-down time to a minimum.

The Jell-well Dessert Company, Ltd., Los Angeles, puts out a line of packaged gelatin desserts which runs into many million units per year. This company installed, some time ago, a Pneumatic Scale Hi-Speed small packaging unit. Later another was added.

One of the chief advantages of the new installation is its compactness. More than two-thirds of the plant

space occupied by the machinery formerly used has now been released for other purposes, materially increasing the storage facilities of the plant.

Further advantages, arising out of this compactness, are far greater operator convenience, increase in operator efficiency and decrease in operator fatigue. Whereas, formerly, the operator was obliged to cover a route 50 feet between the carton feeder and the discharge line, the new installation requires no travel at all on his part, since both feeding and discharge lines are at the same side of a single unit, the two units being arranged in "V" formation.

The former packaging equipment, although having a rated output identical with that of the new installation, namely, 60 units per minute, consisted of five distinct machines connected by belts and conveyors. The stopping of any one of these units resulted in a considerable loss of time for the entire line. The operator or inspector

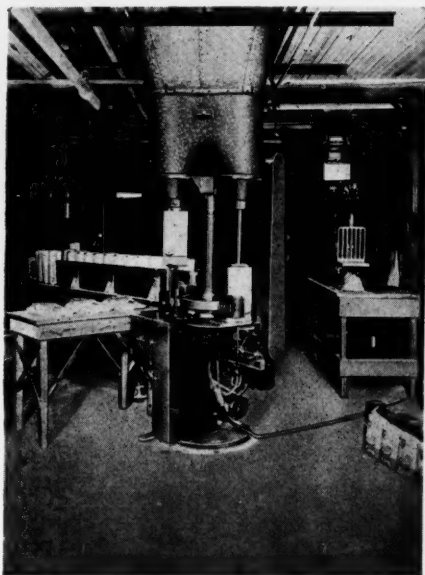


# FOR ACCURATE WEIGHTS AND LOW COST PRODUCTION FOR NON-FREE FLOWING PRODUCTS

The Packomatic Auger Packer fills the container, which telescopes the auger tube, from the bottom to the top. Necessary resistance is applied for desired density and the filling operation is dustless.

The Packomatic Auger Time Filler discharges the product near the top of container and does not pack. Desired volume, per package, is delivered by operation of the auger during a predetermined interval.

The Packomatic Auger Gross Weigher is equipped for actual weighing. Abrupt stopping of auger, by means of electric control, insures accuracy in weights.



INSTALLATION PACKOMATIC DOUBLE AUGER  
PACKER-WEIGHER, CRETE MILLS, CRETE, NEBR.

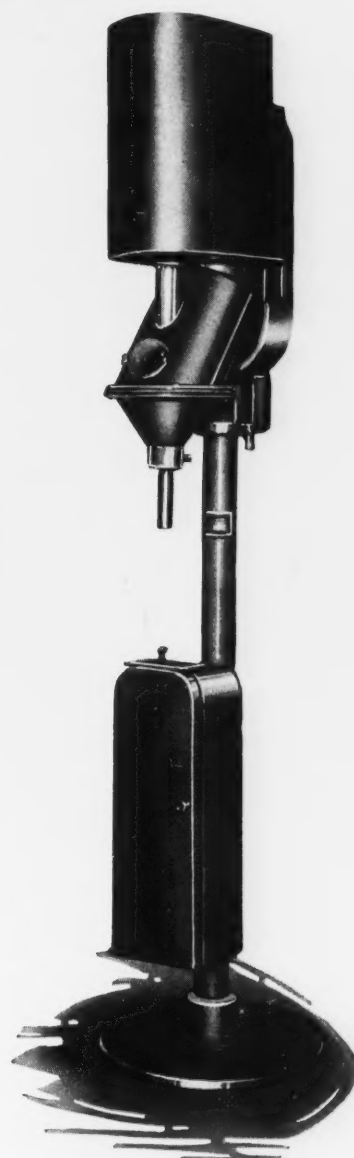
Above machine can be easily changed for handling different size containers. Will handle 1 lb. to 5 lbs., at operating speed of 18 to 20 per minute. Requires very limited floor space and only one operator is necessary.

Above machines will operate at speed of from 10 to 35 packages per minute, depending upon size, product, opening in container, and packing pressure. Will handle 1 oz. to 5 lbs.

## We Are Now Handling

DRUG POWDERS  
PHARMACEUTICALS  
GROUND SPICES  
FLOURS  
DENTAL POWDERS  
PUTTY  
PLASTIC PASTES  
CLEANSING POWDERS  
POULTRY REMEDIES  
MALT POWDERS  
BLUING POWDERS  
CHOCOLATE POWDERS

A Packomatic Engineer will call upon request—No obligation.



PACKOMATIC  
AUGER PACKER



# PACKOMATIC

## PACKAGING MACHINERY



J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

—BRANCH OFFICES—

CHICAGO  
SAN FRANCISCO

NEW YORK  
SEATTLE

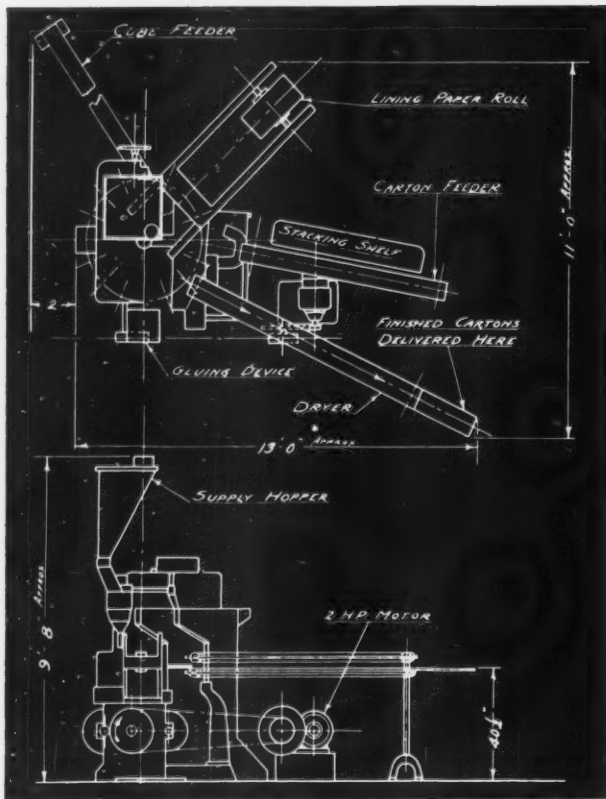
CLEVELAND  
NEW ORLEANS

ST. LOUIS  
SAN ANTONIO

LOS ANGELES  
DENVER

OCTOBER 1937

81



Above, the Jell-well package, consisting of an inner bag-liner enclosed in a sealed-end carton. Below, plan (top) and elevation (beneath) of new single unit used to package six varieties of Jell-well Dessert.

had to travel to and from the unit while the whole line lay idle. When the trouble was rectified, all five units had to be started again.

With the present high-speed combination machine, the operator circulates freely around it, working in a circumference of not more than twelve feet.

As the chart on page 80 shows, the two new machines have been operating at between seven and eight per cent above rated speed. This is a substantial bonus of production, an advantage greatly enhanced by the extremely low proportion of "shut-down time" which the new arrangement makes possible.

"Machine No. 1," in the chart on page 80, was the first installation, which replaced the former equipment of five machines. Some time later "Machine No. 2" was installed, so that the two Pneumatics exactly double the former output.

## OLD LABEL DIES—AGE 48

SOME PEOPLE ARE ALWAYS TRYING TO FIGURE out how many customers they will lose if they change their package. They say folks in large numbers become familiar with their package or label and buy it every time—well, almost every time—they see it. They forget that for every old friend, two or three new people show up who never saw or heard of the old package before and have to be introduced. To them the old package or label seems a bit old fashioned or out of style.

A record for old age must have been smashed when the New Jersey Paint Works replaced with a new design its 48-year old label for New Jersey Ship and Deck Paint. It offers an interesting study in contrasts.

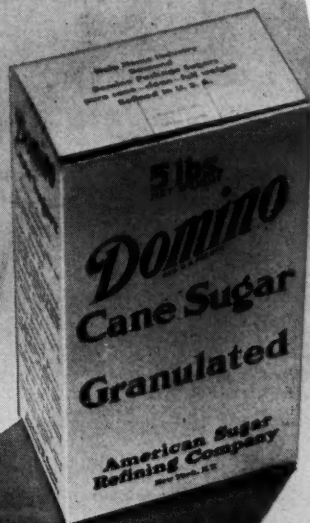
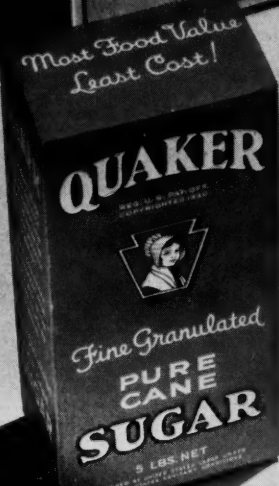
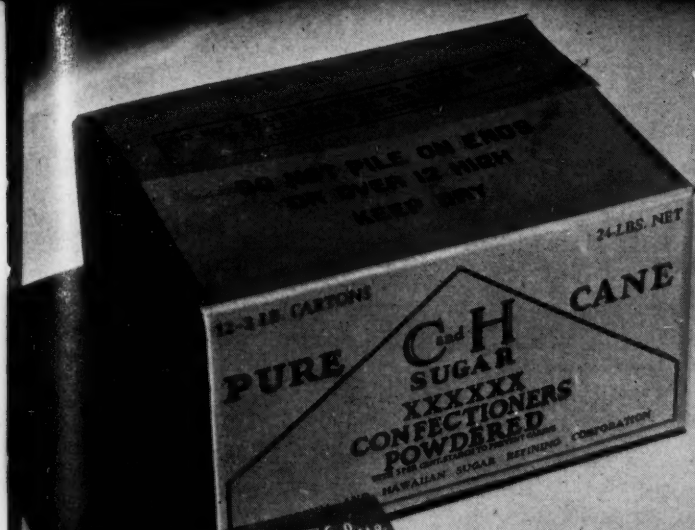
The most noticeable improvement of the new over the old is increased readability. The old label suffers from too much display. All display is no display. It is printed in black and red—very little red, the borders of the panel and red filling in the words, "New Jersey" at the top and the full name at the bottom. The old label covers the front of the can only.

The new label goes all around the can. It is printed in five colors—black, blue, yellow, green and red. It is simple, cool and nautical—the waves, the hawser, the sloop, with the suggestion of a summer sky above. The general effect makes for shelf-distinction and a package that stands out among the sombre black-and-whites of ordinary paint-cans. The color scheme goes right around the label to the back side, with name of paint and name of firm repeated, and the "Directions" all gathered together in one place in a single large square panel. While the old label is over the front of the can only, the name of the paint is printed too wide to permit of its being completely seen from a point directly in front.

The old label at left; the new at right.





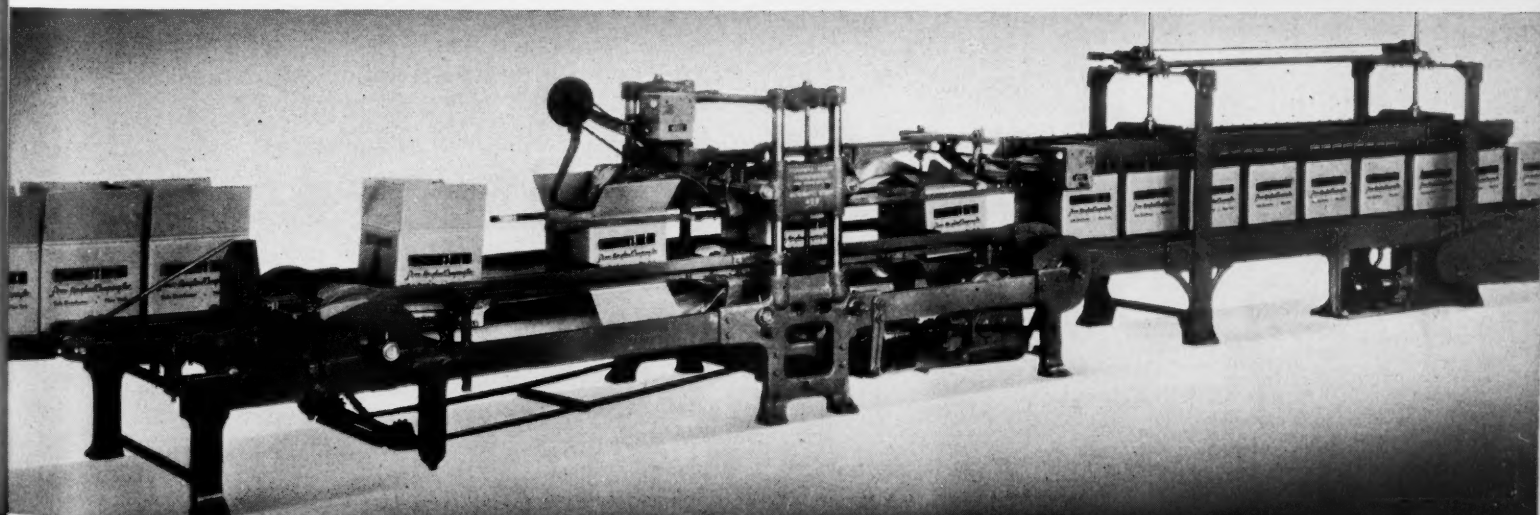


From Hawaii ... to the East Coast ...  
From Boston ... to New Orleans ...  
EVERY MAJOR SUGAR REFINER  
HAS STANDARDIZED ON

**STANDARD-KNAPP** CASE SEALERS

Again, complete dominance among the major firms in an industry demonstrates the versatility, the efficiency ... the "standardness" ... of these machines. There must be a reason for such dominance ... and that reason is found in the long experience of Standard-Knapp engineers and in the long life of the Standard Case-Sealer ... a life of full economy and efficiency.

When you plan a sealing installation ... get in touch with



## STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

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208 W. Washington Street  
CHICAGO

1001 Society for Sav. Bldg.  
CLEVELAND

909 Western Ave.  
SEATTLE

420 S. San Pedro St.  
LOS ANGELES

189 Second Street  
SAN FRANCISCO

Windsor House, Victoria St.  
LONDON, ENGLAND



# Equipment and Materials

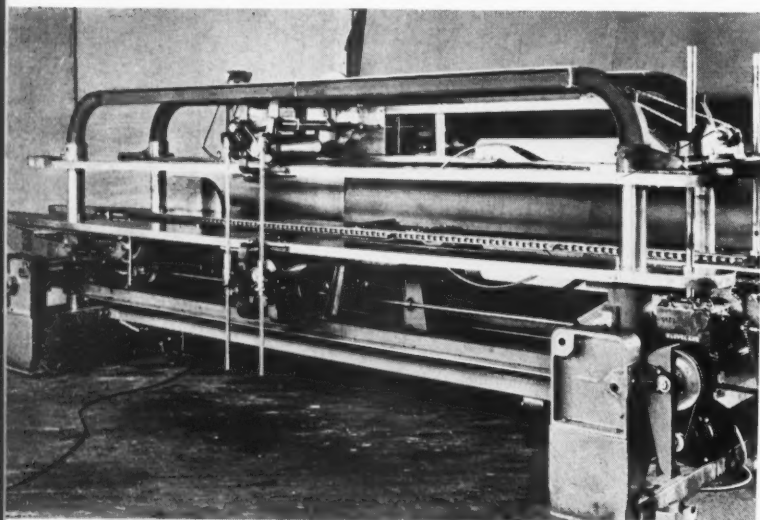
## NEW DEVELOPMENTS IN PACKAGING MACHINERY METHODS AND SUPPLIES

### Heavy Duty Adjustable Container Sealer

The J. L. Ferguson Company, makers of Packomatic packaging machinery, announces another development in the form of a heavy duty rapidly adjustable container sealer. This unit, the company states, will handle up to 1500 per hour, depending upon the belt compression unit. The adjustments for different sizes of containers are made by two automatic motor-driven mechanisms, one for the height adjustment and another for the width adjustment. These mechanisms are controlled by a selector device, which is made with a graduated or scaled plate by means of which the selector adjusts the mechanisms according to the dimensions of the container to be handled. The operator loosens a thumb-screw, slides the arrow lever around until it is in line with the mark for the size of the container. Tightening the thumb-screw, he presses an electric switch button. The machine moves in or out, up or down, or both simultaneously, and automatically stops at the correct point for the size of the container. The greatest adjustment can be made in 30 seconds.

Other outstanding features are (1) an automatic self-adjusting glue skip device, synchronizing with width adjustment; (2) automatic self-adjusting bottom flap lifter actuated by entry of container; and (3) self-adjusting package plate which expands and contracts for varying container widths.

New Packomatic Container Sealer.



### New Stamping and Embossing Leaf

A new type of roll leaf for stamping and embossing has been developed by the Peerless Roll Leaf Co., Inc. The new product is called Peerless Cellufoil. It is made on a web of cellophane, which gives it extreme flexibility and adaptability to all types of surfaces and materials. It releases easily and quickly at all stamping heats and leaves a clean-cut, sharp, and lustrous impression. It is available in gold-bronze, aluminum, and pigment colors. Peerless Cellufoil, it is claimed, is suitable for stamping book covers, box tops, catalogs and booklets, leather articles of all kinds, wood handles, pencils, and plastics.

### An Unconventional Stay Tape

The Gummed Products Co., makers of gummed tape and paper products, announces an addition to its line which it says is "a radical departure from the conventional in stay tape." The new product is known as Trojan Pre-Fold Stay Tape. As the name indicates, it is center-scored so that the tape will fold accurately along the exact center for perfect corner taping.

The advantages claimed for this stay tape are: It insures a stronger box, square corners, a perfect fit between top and bottom, adds materially to the neatness of the job and speeds up corner staying for faster production on either quad or single stay machines. It is made of a good grade of kraft and gummed with a special formula adhesive with fast adhering qualities.

### Automatic Plastics Molding Machine

The F. J. Stokes Machine Co. is bringing out a new automatic machine or press to mold thermo-setting plastic materials of the phenolic base and area compound types. The idea of molding plastic parts automatically has intrigued inventors and engineers ever since resinoids first demonstrated their advantages and wide adaptability for many of the purposes of industry. Various attempts have been made to develop equipment which would utilize automatic production methods to lower the cost of molded parts, but with indifferent success.

This machine, it is claimed, is fully automatic. That is, with the hopper filled, the metering device adjusted to feed the proper amount of molding powder and the machine set for correct breathing and curing time and mold temperature, the production cycle will be repeated



# Performance Vs. Ballyhoo

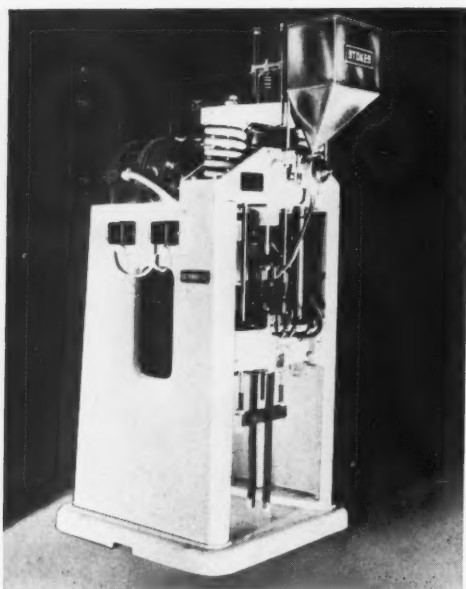
The old-time medicine doctor could claim anything for his concoctions—and usually did. He was always gone the next day, anyway.

For nearly half a century, Mikah Glues have served the packaging field, faithfully and dependably, standing on a record of performance that means more than any extravagant claims.

## NATIONAL ADHESIVES CORPORATION

New York . . Chicago . . Philadelphia . . Boston . . San Francisco  
and All Principal Cities

GLUES, GUMS AND PASTES FOR EVERY MACHINE OR HAND OPERATION



Automatic Plastics Molding Machine

automatically and without operating attention, an indefinite number of times.

If anything should happen to interrupt continuity in the discharge of finished parts, the machine stops. For example, if the feed hopper should be emptied, or a part fail to eject, automatic controls stop the machine and sound a warning bell.

The press performs automatically all customary operations of the molding cycle—filling the mold, closing, cleaning by air-jets, curing, opening mold, ejecting the finished part and cleaning the mold. It can be set for breathing (degassing) when desired and is supplied with top and bottom knock-outs, and stripper when required.

As in conventional molding methods, output depends largely on curing time. A small article with light wall sections can be molded in about two minutes. Larger heavier pieces may take six to seven minutes. Small pieces may be molded from 1 to 1<sup>3</sup>/<sub>4</sub> in. in depth, depending on shape. The largest piece so far molded is 3<sup>1</sup>/<sub>16</sub> diam. by <sup>3</sup>/<sub>16</sub> in. thick, or about 7.36 sq. in. Changing molds and setting controls for producing different parts requires from 30 to 60 minutes' time.

The machine is intended primarily for the use of single cavity molds of the positive type. With it custom molders will be able to handle small-lot orders efficiently and economically, and get quickly into profitable production on parts not now economical to mold because of too high costs with the conventional set-up.

The press is safeguarded against damage, to either mold or mechanism, by an up-stroke limit switch, a down-stroke limit switch and an operation check. This latter is a trap device through which each ejected molded part must pass, the trap being the control of an interlocking circuit that keeps the machine in continuous operation or stops it should there be an interruption in the flow of parts. Additional protection is afforded by a spring suspension method of supporting the mold that makes it practically impossible to apply pressure sufficient to damage either punch or mold.

The machine occupies floor space 36 by 42 in.; stands 78 in. high. The ram drive motor is 3 hp. A separate <sup>1</sup>/<sub>60</sub> hp. control drive motor is used, with speed reducer, operated by a Microflex Reset Timer with a range of from 2 seconds to 20 minutes.

### New Paper to Defeat Label Forging

The Todd Company, makers of Protectograph products, announces a new paper. This paper, the company says, has been created to combat the ring of label counterfeiters operating in the United States. While this type of paper is not new, we are informed that its formulae and production methods are new, and that the Todd product marks the first time that such paper has been perfected to the point where it can be produced in volume and at prices which will permit its use by large label users. It is surfaced so that it will take either printing or lithography. It shows up the hidden design in either form when water is applied, and fades out when the paper is dry. The company believes it will be of value to bona fide liquor and drug suppliers.

### Filling Machine with Wide Size Range

Unusually large as well as very small containers can now be filled at high speed on a new volumetric filling machine manufactured by Frazier and Son. New quick-change equipment, it is claimed, has doubled the discharge made possible on former Frazier machines of this type and gives the new machine a package size range equal to two ordinary machines of graduated size. Products for which the machines are best adapted are free and non-free flowing powders, crystals, pellets, nuts, coffee, whole and ground spices, candy, and seeds.

Two sizes are being made. The small size (illustrated below) has a package size range of from <sup>1</sup>/<sub>2000</sub> to 53 cu. in.; the large size from 28 to 95 cu. in.







BY 5 O'CLOCK  
TONIGHT

*How many  
packages will be  
wrapped?*



The clock doesn't wait! How many packages will your finishing department wrap by 5:00 o'clock tonight? How much will it cost to wrap them?

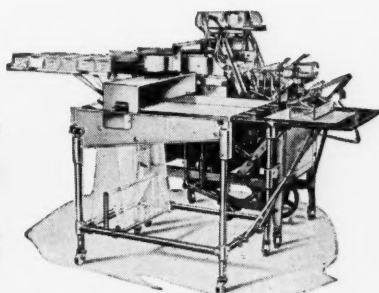
The Miller Model MPS "Economic" Wrapping Machine saves minutes and dollars. It turns out hundreds of neatly wrapped packages in the least amount of time and at least cost.



The "Miller" makes a saving every minute of every working day. Discover how cheaply you can wrap your packages with this low-priced, flexible wrapping machine.

**It's**  
**Speedy**  
**Adjustable\***  
**Low-priced**

\* Has instant adjustments. No cams or levers to change, no tools needed.



Miller Model MP "Economic" Wrapping Machine

The clock doesn't wait!  
**PROFIT by writing today!**

**Miller**

WRAPPING & SEALING MACHINE CO.

14 So. Clinton St.

CHICAGO



These well known labels were produced on  
CHAMBON and CHAMPLAIN Printing Machines

## LABELS . . .

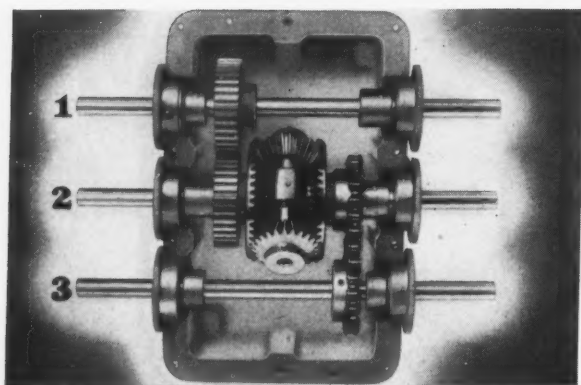
**A CHAMPLAIN Printing  
Machine Will Print and Deliver  
up to 100,000 an hour.**

Users of labels in large quantities should consider the advantages of printing them on CHAMPLAIN rotary printing machines. Designed for high speed production, a CHAMPLAIN machine will print multicolor labels, cut them to size, and deliver them in counted stacks ready for use in subsequent packaging operations.

CHAMPLAIN machines print by letterpress, dry offset, and gravure methods from our "Perfect Circle" plates, insuring accurate register and faithful reproduction of the design. They also coat and fabricate the printed web if required. CHAMPLAIN machines are being used to produce all types of package printing such as cartons, wraps, bags, tags, etc.

If you have a printing problem which might be solved by installing a CHAMPLAIN machine, send us full details and samples. Write to CHAMBON CORPORATION, Makers of CHAMBON and CHAMPLAIN Printing Machines, Garfield, New Jersey.

**CHAMBON-CHAMPLAIN**  
ROTARY PRINTING MACHINES  
MADE IN AMERICA AT GARFIELD, N. J.



### Differential Transmission Unit

Reeves Pulley Co. has developed a new differential transmission unit, which, it is stated, will be known as Model MDB-3. It is similar in principle to the differential in a motor car, and may be used for a variety of requirements in automatic speed control, such as synchronization of two or more machines or parts of a single machine, and maintenance of uniform peripheral winding or unwinding speeds.

Three parallel shafts operate in a bath of oil. Gears of 1:1 (stock) ratio drive between shaft 1 and the differen-

tial gearing. Between shaft 3 and the differential gearing is 1:1 chain drive. (Special ratios are also available.)

For automatic control service, shafts 1 and 3 are connected to the driven machine or machines. Shaft 2 is connected to the speed-changing screw of the Reeves Transmission. When shafts 1 and 3 are driven in the same direction at the same speed, shaft 2 stands still. When the speed of the driven machine varies above or below desired speed, this variation is transmitted to shaft 2 which speeds up or slows down the transmission until synchronous speed is restored.

The differential may also be used as primary driving equipment for loads not exceeding its rated torque and speed capacity. For example, it may be used with other equipment to control index or register, either manually or with photo-electric equipment.

Overall dimensions of the unit are 8 in. wide, 11 in. long, 6 5/8 in. high. Shafts are extended on both sides so installation may be made as desired.

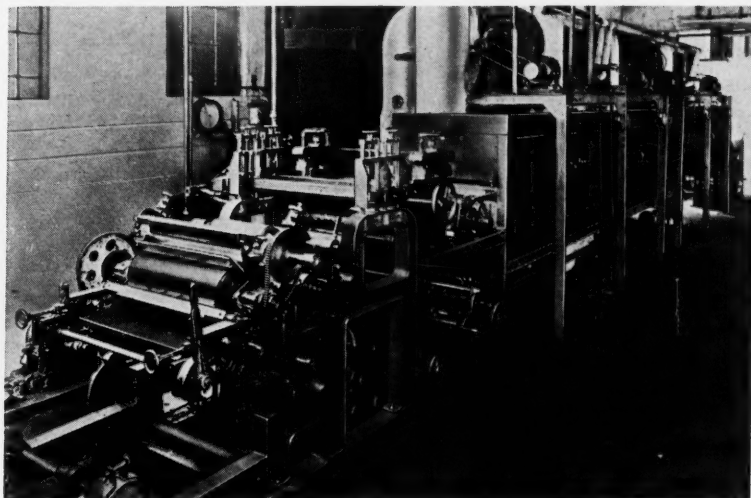
### Washing and Drying Equipment

The U. S. Bottlers Machinery Co. announces a recent development in a new type of washing and drying equipment. The machine is designed for the economic handling of pharmaceuticals and other products such as oils and salts which must be packed in absolutely clean and dry containers. It is built in one standard width, the length varying according to production requirements, and it will handle all sizes and shapes of containers ranging from 1/4 oz. to gallons or larger, without changing attachments. (Illustration below.)

Three washing stages are provided, so arranged that the temperature of the container is increased gradually from 120 deg. at the first stage, 150 deg. the second, and 180 deg. for the last stage. The length of the washing section is generally held constant, regardless of the capacity required. It is approximately 11 ft. long and is



# Ross-Waldron Development Facilities Will Solve Your Coating and Drying Problems



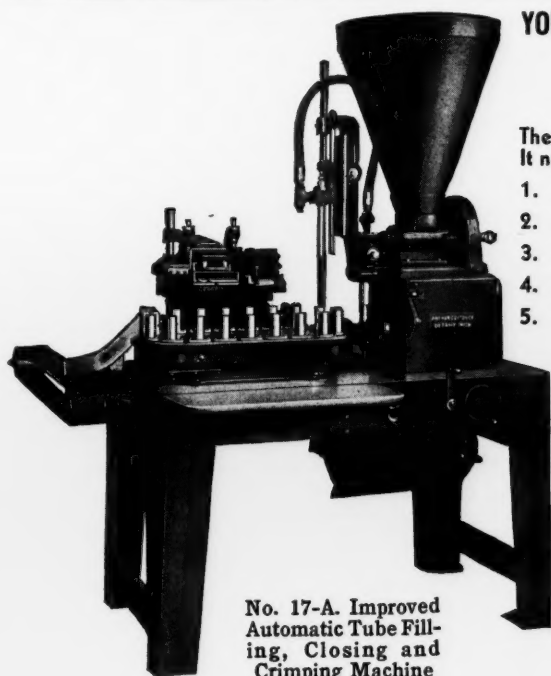
ROLL COATING  
KNIFE COATING  
SATURATING

FLOATER DRYING  
IMPINGEMENT  
DRYING  
ZONED DRYING

Our Versatile Semi-Commercial Unit

TRAINED COATING & DRYING TECHNICIANS AT YOUR SERVICE

	<p><b>JOHN WALDRON CORPORATION</b></p> <p>Main Office and Works: NEW BRUNSWICK, N. J. Chicago New York Portland, Ore.</p>	<p><b>J. O. ROSS ENGINEERING CORPORATION</b></p> <p>Main Office:—350 MADISON AVE., NEW YORK Chicago Detroit Portland, Ore.</p>
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No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW  
No. 17 Type A IMPROVED AUTOMATIC TUBE FILLING, CLOSING  
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.**

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

**ARTHUR COLTON CO.**  
2602 JEFFERSON AVE., EAST  
DETROIT MICHIGAN





provided with three copper tinned collecting and receiving tanks. Each tank, in combination with a filter pump, is of sufficient size to permit re-using the washing water. Distilled water is recommended when it is desired to have brilliantly clean containers. Ordinary tap water, or softened water, if used, will leave a trace of lime or scale in the form of a white powder on the glass when it is dried, and the only way to eliminate this deposit is to use a water that is solid-free. Since the water is used over and over, there is very little loss while the unit is in operation.

The dryer section is provided with thermostatically controlled heating units which discharge conditioned air into the inverted containers as they pass over a series of air ducts in the drying section. The temperature in the drying oven can be regulated from 150 to 180 deg., temperature depending upon operating speed and size of container.

The installation is furnished with a U. S. vari-drive control for increasing or decreasing the length of time containers are allowed to remain in the washer and dryer. All parts in the washing section coming in contact with water are of copper, bronze, stainless steel, or covered with copper tinned material.

Capacity of the equipment depends upon size of containers to be washed and the length of dryer section.

### For Sealing Cellulose and Paper

A new adhesive put out by Williamson Glue & Gum Works is called No. 793 Plain Cellulose Adhesive. It is recommended for joining transparent cellulose materials to themselves or to paper.

The company states No. 793 is an odorless, pale-yellow, free-flowing, liquid adhesive with unusual tack that gives rapid production in machine-sealing cellulose materials to themselves, or attaching paper labels to these materials. It has good operating characteristics for hand or machine use, spreading smoothly without foaming or stringing, and makes a strong, permanent joint.

### Food Experts Meet at Cambridge

Over 500 food engineers, chemists and other technologists met at Cambridge, Mass., Sept. 14 to 17, in "the first food technology conference to be held in this country." Prof. S. C. Prescott, dean of science of the Institute, presided and opened the conference with a paper on "The Purpose of the Conference." Plans for holding a similar conference next year were announced.

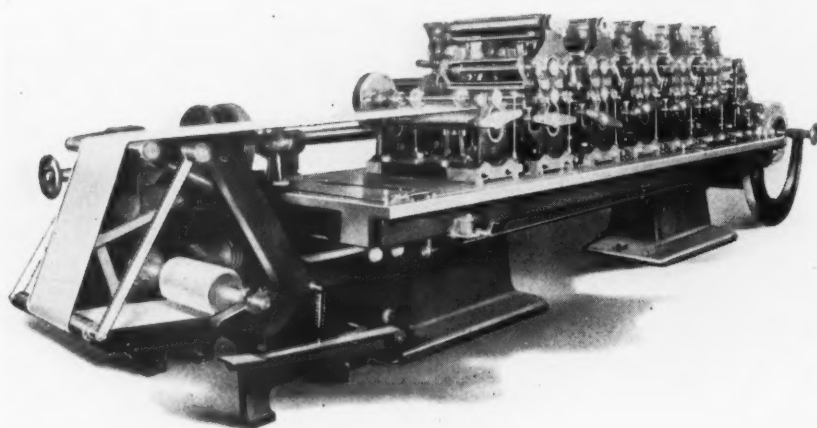
Among the interesting papers was one by Allen Abrams, technical director of the Marathon Paper Mills Company, Rothschild, Wis., on the subject, "Wraps That Keep Foods Fresh." Mr. Abrams said in part:

"Food manufacturers are making noteworthy progress in the preparation of products having better flavor, higher nutritive value, and greater cleanliness. Increasingly there is need for better protection of these products from factory to consumer. 'Factory fresh' is still a new phrase. Food products may be spoiled during the merchandising period by one or more of the following causes:

1. Loss of flavor due to volatilization through the package.
2. Breakdown, by air or ultra-violet light, of the chemical structure and flavor.
3. Spoilage by mold, occasioned in some food products by high moisture content, presence of air, and mold spores.
4. Entrance of insect pests into the package.
5. Change in moisture content occasioned by adverse humidity conditions. (In breakfast foods and crackers high humidity destroys crispness; in tobacco and bakery products low humidity causes drying out—all decreasing palatability.)

"A full understanding of these causes has led to the development of special packaging materials which either reduce or completely remove the effects of such conditions. Thus we have seen the development of new and improved types of packages, employing paper, metal foils, and transparent films—each with inherent properties for certain types of packaging."

Rotary Press Prints Odd Bag Sizes



Rotary press prints odd bag sizes—Chambon Corporation, builders of rotary printing presses, say that odd size bags offer no difficulty to the bag manufacturer equipped with their new Chambon-Champlain bag printing press. Its design allows the type cylinders to be changed to produce any desired feed length. The press prints by letterpress, dry offset, or gravure, from curved electros, stereos, rubber plates and chrome plated engravings furnished by the manufacturer of the press. It prints on any kind of paper and other materials such as glassine, cellophane, and metal foil, rewinding for use in bag forming machines. For registration in the bag-forming operation, this press may be equipped with a perforator. The manufacturers also furnish the Champlain photo-electric cell control for registration.

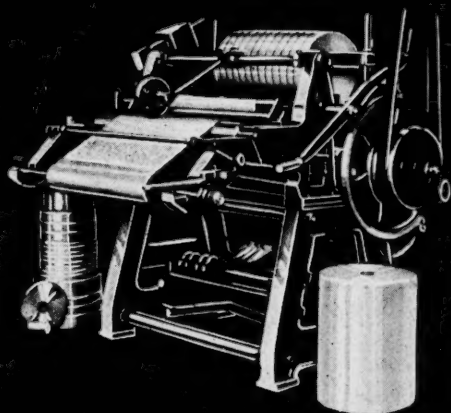
# USE ANILINE INKS WITH A REPUTATION

originators of  
Opaque Aniline Inks

Opaque Aniline White, Yellow, Orange  
and a full range of colors

For use on Kraft, white paper, glassine  
and the various grades of transparent  
cellulose stocks

**CRESCENT INK & COLOR  
COMPANY OF PA.**  
PHILADELPHIA



**CAMACHINES**  
FOR SLITTING AND WINDING  
PAPER, BOARD, FABRICS ETC.  
CAMERON MACHINE COMPANY

61 POPLAR ST. BROOKLYN, N. Y.

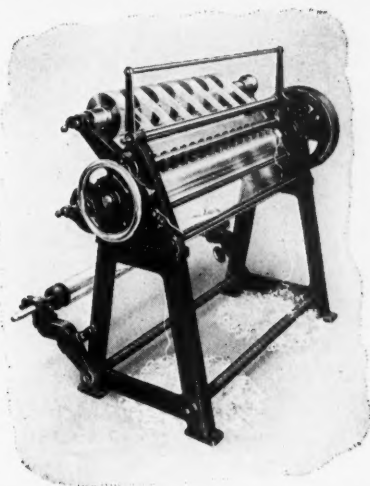
How do you know the

## RAZOR BLADE PRINCIPLE

of slitting will not solve that tricky  
slitting problem of yours? This new method is being  
applied to many different kinds of slitting with complete  
success. In Cellophane especially does it produce a highly  
polished edge and a roll which is really tight.

*Send for circular and prices today of*

**BECK RAZOR BLADE SLITTER**



*Also BECK AUTOMATIC ROLL SHEET CUTTER*

**CHARLES BECK MACHINE CO.**

13th & Callowhill Streets

Philadelphia

**CUT COSTS  
WAY DOWN  
WRAPPING IN  
CELLOPHANE**

**This Machine Pays Its  
Way...Even When Used  
but an Hour a Day!**

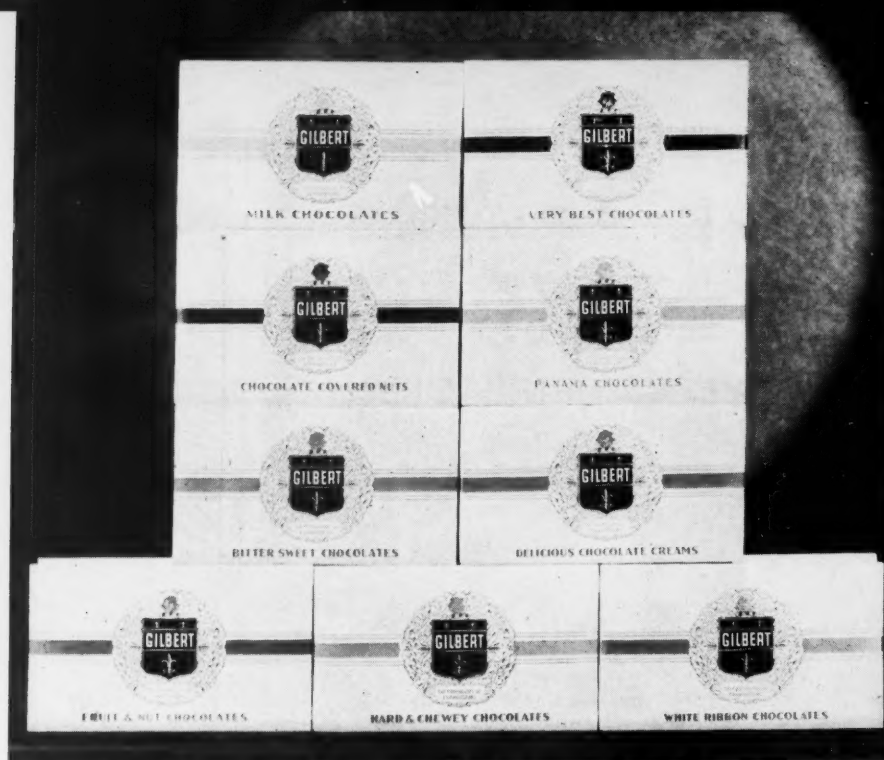
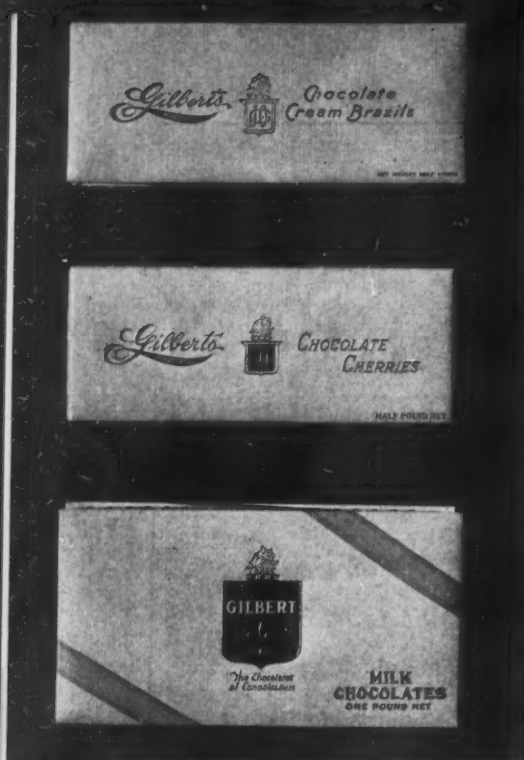
If you wrap chemicals, tex-  
tiles, candies or any other  
off-shape, hard to wrap, ir-  
regular or soft product, you'll want to know more  
about the Wrap-Ade Semi-Automatic Sheeter-Gluer,  
the machine that has saved thousands for such firms  
as McKesson & Robbins, Inc., Clicquot Club Co.,  
Statler Hotels and scores of others. Hundreds are  
in use—in banks of from one to more than twenty-  
five. Ideal for quick change or size, short runs,  
soft materials. Saves 25% to 40% on cost of  
wrapping material alone.

*Write, today, for full details—*



**Wrap-Ade Machine Co., INC.**  
NEWARK, N. J.  
215 CENTRAL AVE. MARKET 2-0931

*Ask also about Wrap-Ade Devices for sheeting,  
gluing, sealing, crimping, labeling, punching and  
bag, envelope and tube making with transparent  
cellulose.*



Top left, original package, introduced in 1900. Center left, first re-design, made in 1907. Lower left, second re-design, made in 1927. Right, latest re-design, 1937. Different colors of ribbons make lively ensemble effect in group display.

## SWEET PACKAGING—SINCE 1900

ONE CONCERN THAT BELIEVES IN PERIODICALLY re-designing its package is the John O. Gilbert Chocolate Co., of Jackson, Mich., and Los Angeles, Cal. The original Gilbert package, introduced in 1900, was quite plain. White paper was selected as being most suitable for a product of appetite appeal, suggesting cleanliness and purity. All of the printed matter, including the crest, was gold embossed. This design remained unchanged for seven years.

In 1907 three changes were made in design and appearance. First, a second color, deep blue, was added to the crest. Second, a ribbon was added to the package as a tie, with a large bow in upper right-hand corner, in different colors to designate the various assortments. Third, the lettering was made more readable. The package was used in this form for twenty years.

In 1927 the package was modernized for the second time. The change made was more radical. First, the Gilbert script with the big swash tail was eliminated. Second, the crest was enlarged, the monogram taken out and the name, in bold caps, put in. Third, the assortment name was subordinated. Fourth, the large ribbon bow, which conflicted with the crest, was done away with, a change which saved Gilbert a foot of ribbon on each box and made it possible for the wrapping girls to tie the package in one-third the time. This change saved thousands of dollars during the

ten-year period in which the package has been in use.

For 1937 the re-design shows a much-improved package. First, the Gilbert lettering in the crest was made bolder by using a higher letter. Second, a gold filigree was added around the crest to give richness and take away some of the harshness of the 1937 design. The words, "The Chocolates of Connoisseurs," were incorporated within the filigree. Third, the name of the assortment has been printed in one line and centered, and "1 pound net," put on the side of the box. Fourth, the ribbon tie has now been replaced by printing a ribbon stripe across the center of the box beneath the crest and filigree. This saves ribbon and hand-tying, and allows a much greater range of ribbon colors for denoting the assortments. The ribbon color is also extended to the head above the crest. An interesting point about the printed ribbon is that formerly the real ribbon was tied about the package outside of the cellophane wrap so that removing the cellophane took off the ribbon. With the ribbon printed on the box itself, the removal of the cellophane does not deprive the package of the decorative effect of the ribbon, so that even without the cellophane the package retains its "fully dressed" appearance.

Every step in re-designing the Gilbert package, from the original to the present, has been accomplished without losing the main elements of the original design.



**PACKAGED**  
*to win*  
*feminine approval*



*These Modern Containers  
Wear Armstrong's Metal  
Jar Covers for the Final  
Touch of Beauty*

**B**EAUTY has a strong appeal to feminine buyers. That's why so many leading manufacturers of cosmetics and toilet articles seal their packages with Armstrong's Metal Jar Covers.

In both single-shell and double-shell types, Armstrong's Metal Jar Covers add beauty and sales-appeal to modern packages. They are

available in a wide range of standard designs and colors, or may be specially lithographed with your name or private design to add the final touch of decoration and give your product instant identity.

Armstrong's Metal Jar Covers seal tightly and securely and give full protection to the quality of your product. Yet they are so care-

fully formed that even the most delicate feminine fingers can remove or replace them readily. Win added appeal for your product by sealing it with a colorful, dependable Armstrong's Metal Cap. For full information, write Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Penna.



**THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED**



*Armstrong's*  
**METAL CAPS**

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## EDITORIAL OPINION

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### STREAMLINE

When the reader of MODERN PACKAGING removes this, the October number, from its mailing envelope, looks at the front cover and turns to the editorial section, he will be face to face with two major changes in our publishing policy. First, he will be struck by a cover design that represents an almost radical departure from convention in business paper publishing. Second, he will see that our reading pages have been streamlined from "Table of Contents" to "Index of Advertisers."

A word about our new cover. From that memorable September day in 1926 when MODERN PACKAGING burst upon the packaging world as a business paper altogether "new and different" from its contemporaries, it has maintained its position of leadership in all the features that make a business periodical a notable exception. Journals in other fields have praised us because we had the courage to do things that hadn't been done before—in color, in the use of tip-ons and inserts, in prodigality of editorial illustration, of cover designs in full color. Our rivals praised us with imitation.

Of the features just mentioned, none has attracted more attention than our covers. Printed on heavy coated stock of excellent quality, the majority of our covers have been photographic reproductions in original and striking color combinations. Having led the business paper field in this feature for years, today, while still in the van, we take a further step in advance, one that constitutes as radical a departure from our present cover policy as the present policy has been ahead of our contemporaries. Beginning with October, the covers of MODERN PACKAGING will show a series of original designs by leading commercial artists who have done outstanding work in advertising illustration.

The first of these covers is the work of Joseph Binder, of New York, winner of several prizes in international poster competitions. Born in Austria, Mr. Binder's work has frequently been exhibited in Vienna, Munich, London, New York, Chicago and Philadelphia. He is the author of "Color in Advertising," a contributor to many art journals and lecturer on "Art and the Poster." Of his recent creations one of the leading advertising journals of Europe said editorially (they) "arrest the eye owing to the clearness of the line work and the frequently severe design and intensive coloring." His work is characterized by "simplicity of means employed, directness of effect, pregnancy and concentration."

A word now about our reading pages. They have been

streamlined from entrance to exit. No business paper in any field within our ken has given its readers any more intelligent and comprehensive service than MODERN PACKAGING. Editorially, we have many innovations to point to—the Packaging Pageant, the Gallery of Advertising Displays, previews of seasonal and gift merchandise in special editions four times a year, the All-America Competition and latest and most ambitious of all, the Special Surveys of the Institute of Package Research, of which this October issue presents the third. To round these features out and mold them into one harmonious whole and carry the reader by effortless stages from beginning to end, we have taken a fresh dose of our own medicine, namely, re-designed our package and re-styled our product.

### PRESCRIPTION

"Sample Packaging," the third in our series of packaging surveys, is presented on page 43. It is by all odds our best piece of work so far. We would like to proffer a word of advice to every product manufacturer who hasn't tried sampling in a serious way, or at all, and wants to.

Read the Survey straight through from beginning to end. Don't skim. Read it! Imagine your doctor is talking to you about your business health. Get out your pencil as you turn over the pages and make notes of things to do at once.

It will not be your privilege in a long while to read anything on this subject as comprehensive or as helpful as this study. The ground covered by our researchers in making this survey yielded enough material to fill a book. You couldn't go through it in a week. But the boiled-down results which we present to you is a marvel of selection and elimination.

Don't let it go in one eye and out the other. Our Institute of Package Research, like the doctor, had *you* in mind when these data were gathered. Get out your pencil and make notes. Number the steps and follow them in the order given.

(1) Which of your products (if you have more than one) would make the best introducer of your line?

(2) What amount is the very least that would be acceptable as a sample? (Don't guess; make tests.)

(3) Are lists of names available, or would mass sampling (house-to-house) be more efficient? (Investigate!)

(4) Make a little survey of your own, a few calls, a few letters to your sales organization, or the trade, or consumers, and ask some of the questions listed on pages 110, and 112.

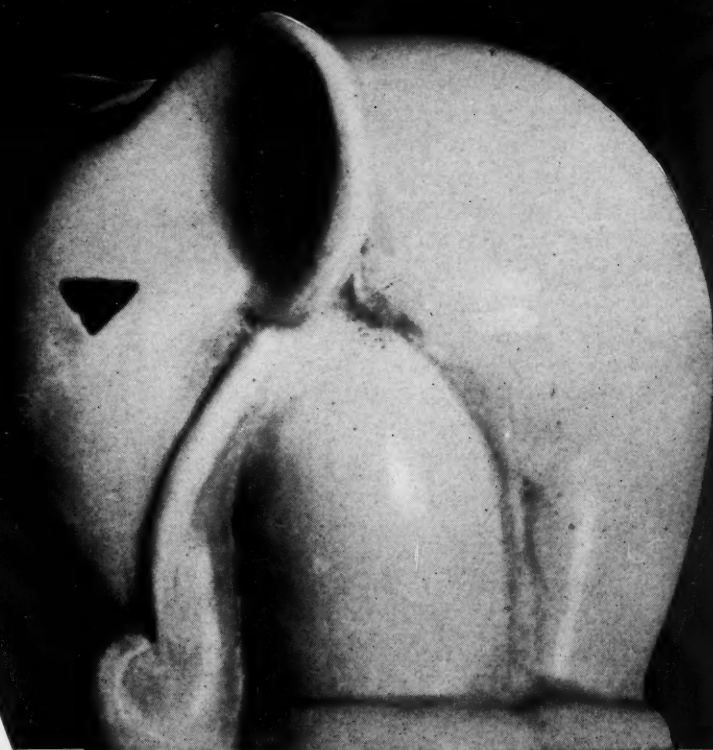
(5) After everything is decided except quantity, make one or two preliminary or test campaigns, to make sure the gun will shoot after it is loaded.

*E. A. Shurtluff*

A WHITE ELEPHANT TO ANYONE ELSE

...but a money maker for BURT

...a money saver for BURT customers



There are dozens of machines in the great Burt Buffalo plant that other boxmakers couldn't afford to use.

For these machines cost a lot to buy and a lot to keep running.

Unless you can guarantee them a lot of volume . . . day and night, month in, month out . . . they'll eat your heart out in overhead.

But . . .

Burt can guarantee them that volume. So Burt is able to use machines far more efficient than are available elsewhere.

And to pass on the savings to its customers.

If you use set-up boxes—or cartons—you can profit by Burt's great size, even though your own volume may be comparatively a minor job in our plant.

## F. N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY—630 Fifth Avenue, Room 1461

CHICAGO  
919 N. Michigan Ave.  
Room 2203

PHILADELPHIA, PA.  
A. B. Hebler  
P. O. Box 6308  
W. Market St. Sta.

BOSTON  
702 Beacon St.

CLEVELAND, OHIO  
W. G. Hazen  
P. O. Box 2445  
E. Cleveland, Ohio

SOUTHERN OFFICE  
Frank D. Jackson  
2150 Washington Ave.  
Memphis, Tenn.

CALIFORNIA OFFICE  
Louis Andrews, Hamilton Club  
Grand Ave. & Wilshire Blvd.  
Los Angeles, Calif.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West, Toronto 2, Canada



# ADVERTISING CAMPAIGN WITHOUT END

## A Packaging Epic in Brown and Green

HERE IS AN ADVERTISING CAMPAIGN THAT IS six years old and is still going on. Because package design is one of its fundamental features, every reader of MODERN PACKAGING will find it helpful. Don't pass it by because the locale is Vienna and not the Bronx.

The name of the company is "Arabia." It is a Viennese food-chain concern having 30 or more stores in Vienna, Austria, and nearby cities. The principles involved are as applicable to a manufacturer and wholesaler as they are to a retailer. The company is making packaging history that is full of suggestion for American makers of packaged products.

The campaign was successful during its first year. "Permanent policy" would be a better word for it than "campaign." The latter term in this country means anything from a week's drive to a year's, seldom longer. During the first year of the "Arabia" campaign, a trade-mark was originated and a color scheme for packages worked out and put into effect. During the second year another campaign feature was developed, and likewise for each year, until this year, the sixth, when a window display idea has been put in operation for all stores.

The advertising policy has been fundamental and comprehensive. Beginning with the trade-mark and color scheme, it has taken in package design for all

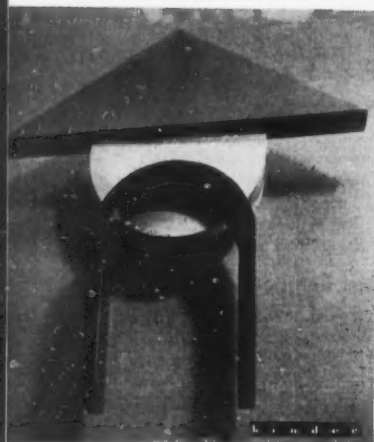
products handled by the company, design of store front, decoration of store interior, delivery cars, letter and billheads, newspaper advertisements, outdoor posters, sampling, calendars, folders for direct mail work, and an exhibition booth twice a year at local fairs.

The keynote of this story is package design, and how the basic element was originated and carried through to window display and store front. The chain store organization referred to, "Arabia," went first to an advertising designer. They wanted to build from the ground. A trade-mark, they realized, was the basis of all advertising effort. It must give a concentrated characterization of the goods and protect them from imitation. The composition of a trade-mark is similar to the historical development of writing. A pictorial conception is condensed to a formula. The trade-mark must be as effective in color as in black and white, and in minimum size. First in importance, therefore, is design; second, color.

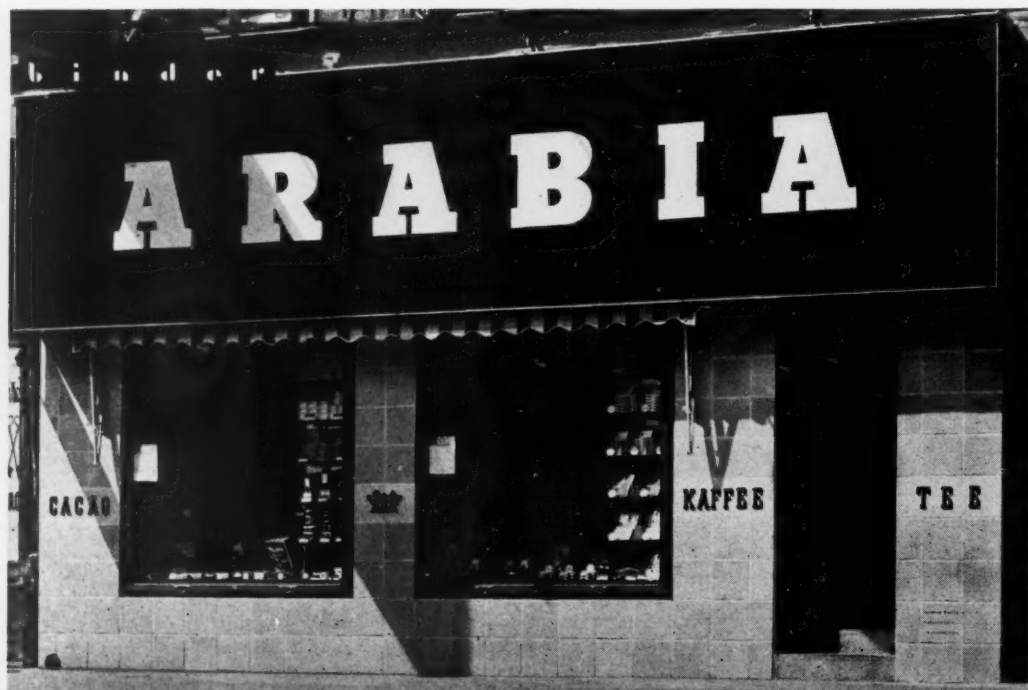
Advertising design has this limitation: it must be born of the product, arrest attention, and suggest purpose or use. The chief product of "Arabia," is coffee. Certain design elements were found in the word "Arabia," in which the three capital A's provided the foundation. Out of this A, the designer produced the semblance of a human figure, legs apart, arms akimbo, a tiny cup and saucer in one hand. Three of these figures, side by side in arm-in-arm formation, constitute the trade-mark. The three figures are linked together geometrically, each with a different shape of hat, one cup-and-saucer at right and left outside. Even in black and white—even in outline—it suggests the name "Arabia," and it suggests coffee. (Another product sold by the company is tea; so the cup would suggest tea also.)



1. The design elements out of which the trade-mark was developed.
2. Background of large sign is brown; square tiling green.

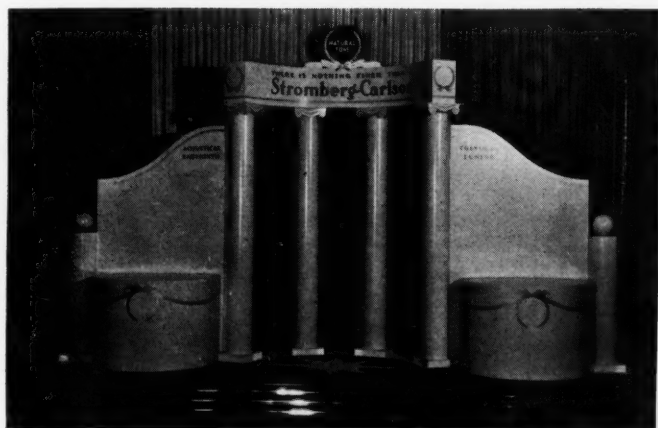


2



# Making the Consumer Say "YES"

*Dealer displays are designed by Dennison to fit the merchandise and the market; to influence action at the point of sale.*



Dennison is working constantly with national advertisers in planning displays that get results. See Dennison first for complete window display service.

## STROMBERG-CARLSON

A quality setting for a quality product was the objective of this display designed for Stromberg-Carlson. More than this, the display had to be easy to ship, easy to install. This beautiful window in the classic manner was the answer. The curtain in the center is of blue Velure which forms a striking contrast for the gleaming white of the columns and pedestals. Lettering and decorations are in gold.

## STANLEY TOOL

Stanley Tool demanded something different from the usual window display. Dennison produced one that appeals to the man who uses tools as a hobby, as well as to the professional—a display that appeals to the dealer as well as to the public.

The attractive display is a combination of orange and blue crepe paper and special printed Tone-Craft. The overhead sign is an important factor as it is movable and may be used over and over again by the dealer.



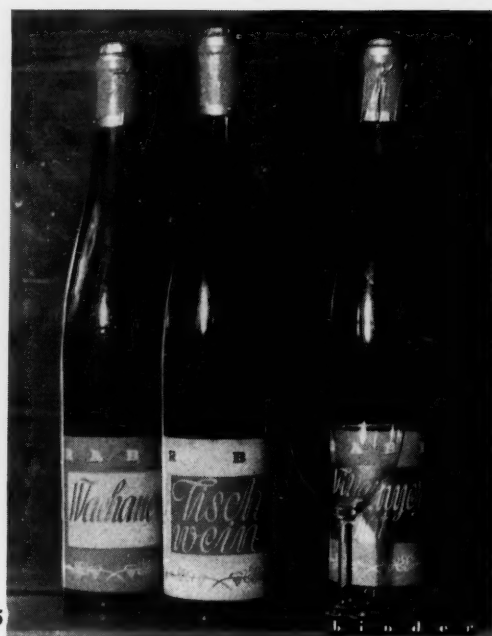
## COAST-TO-COAST DISPLAY SERVICE

For special needs or complete display service—see Dennison first. Dennison is equipped to design and produce complete window sets and through Window Display Syndicate, its affiliated nation-wide installation service, place them wherever your goods are sold.

*For Further Information Write*

**Dennison Manufacturing Co.**

**Framingham, Mass.**



3. Trade-mark figures on map are brown; map is done in pastel shades of blue, gray, pink, yellow and green.

4 & 5. Beverage bottles have labels in brown and green. Trade-mark at each side of label does not show from front.

Not only has the trade-mark a touch of human interest—important in advertising a food product—it has also a note of gayety, of good humor.

Choosing the color combination came next. Two colors were needed, and the two chosen were brown and green—brown because it is the local color of roasted coffee, and green because it is the color of the coffee plant. Brown is therefore the dominant color and green the complement. Simple colors were taken so that their effect would be as strong as possible. This color combination has been carried out on all product packages, the decorative scheme of the shops, the window displays, the tiles in the store front, the dress of salesmen and errand boys. From business stationery to delivery cars, the brown and green color motif is used, and in all advertisements that permit the use of color.

"Arabia" sells, besides coffee and tea, a number of other products—cocoa, chocolate and beverages. How

the trade-mark and color scheme were applied to some of these articles is interesting. The two labels on the coffee package, for example, are made with backgrounds of brown and letters of white, the large one the brand name, and the small one the name of the blend. The background material of the package has a design of crossed lines, broad lines over fine, printed in green. The trade-mark is on the under side.

The two tea packages, India Ceylon and Assam Tee, both have top labels which are printed "Arabia Tea," top and bottom, with the trade-mark of the "three little men" in center. Opposite the work "India" on one package, and "Tee" on the other, is one of the "three little men" in a circle—a pleasing variation. Another tea package, "Arabia Padang Tea," has the trade-mark visible on the lower ends. The ox-cart design in the circle has a nice touch of humor. The brown-and-green color scheme is also applied to labels for beverage



YOUR FINGERS TELL THE STORY  
of **CAMEO LABELS' SELLING POWER**



This label might have been merely printed. But—no matter how fine the presswork, no matter how exquisite the drawing—only a perfectly embossed label can carry full effectiveness both in attracting the eye and impressing the potential customer.

Eye attraction is greater for the relief effect catches more light . . . throws its glints farther. Its third dimension makes the package stand out and say, "Examine me closely."

And the impression is one of quality . . . the kind of quality that bespeaks a careful and product-proud manufacturer who dares not lower his product by using an unworthy or cheap looking package.

Check with Cameo on your present labels. See how easily they can be revised to include fine metallic and embossed effects. And discover how much lower the cost of such labels is than you would expect when considering their appeal.



bottles; the "three little men" trade-mark is printed on each side of each label and does not show.

All shops in the "Arabia" chain present the same appearance to the public. The oversize sign, "Arabia," is white lettering against brown. The product names, "Cacao," "Kaffee," "Tee," and the trade-mark at the sides of windows and doors, are in brown against green.

The shop interior is still more interesting. A map is painted upon the rear wall. Sources of products are here depicted in a way no customer would ever forget. At center top is a building to indicate the location of the "Arabia" company. One line runs to India, a second to Arabia, a third to Mexico. On the floor at the left is a group of products in original shipping containers— atmosphere that has a pronounced influence on sales. Looking at the map again, the "three little men" are in Mexico, Arabia and India, all done in brown and arranged in oblique formation instead of abreast—a happy inspiration of the artist. The map is painted in pastel shades of blue, gray, pink, yellow and green.

The most recent feature of the campaign is the window display exhibit which is being used this year. It

is constructed of wood. The background, or base, of the display consists of the "three little men" trade-mark at top left, and the strips for holding the products. The length and arrangement of these is as carefully figured out as the spacing of an advertisement. Above the display, on the wall, are the letters, "Arabia." Products are not just placed indiscriminately on the shelving. The arrangement follows a design. The four beverage bottles at lower left and top right set themselves apart from the dry products which has the effect of giving them a certain prominence. To avoid monotony, branches of coffee plant (artificial) are used, four small pieces on the shelves, and one large piece on the floor. The coffee package on the floor identifies the plant without an explanatory sign. The products on the shelves are spaced off to achieve contrast of color.

These displays are constructed by the company at the main office and individually delivered and set up in each of the branch-store windows. Additional ones are sent to general stores handling the "Arabia" agency.

The whole plan is a fine example of advertising at its best. It is comprehensive and continuous.



6



7



8

6. The coffee package, labels of brown and white, wrapper design in green.
7. Tea packages have top labels bearing trade-marks. See also part of design opposite "India" on one package and "Tee" on other.
8. The "ox-cart" tea package with trade-mark visible on lower end.
9. A complete window display is set up in each store.



# OCTOBER

METALLIC INKS FIT INTO  
MANY COLOR MOODS,  
BEING NEUTRAL IN  
CHARACTER . . .  
THE INFORMATION ON  
THE NEXT PAGE WILL  
BE VALUABLE IN SE-  
LECTING METALLIC INKS.

1 PRIZE

2 PRIZE

3 PRIZE

LEONARD

ipi



## BRIGHTER PRINTING PROSPECTS WITH



# GOLD AND SILVER INKS

**P** RINTING with metallic inks is an art. Perhaps in no other printing process is the skill and craftsmanship of the pressman so important. The Products Development Laboratories of IPI have devoted a good part of their research program to the development of gold and silver inks for metallic printing. In the last few years definite improvement has been made in the drying factor of this type of ink. We believe IPI metallic inks are outstanding in this respect, because of a radical change in formulating the vehicle. However, certain important factors must be observed to get the best results in metallic ink printing.

### IMPORTANT FACTORS IN PRINTING GOLD AND SILVER INKS

#### PAPER

Some papers are better suited to metallic printing than others. Generally speaking, coated papers designed for metallic ink printing give excellent results with one impression of gold or silver.

Paper merchants are among the first to admit the importance of paper selection in metallic ink printing. Several of them have issued invaluable manuals on printing gold and silver inks on various types of paper.

The first thing the printer must do if he expects first class results is to select his paper with the advice of a good paper merchant.

#### DRYING

Definite improvement has been made recently in the drying qualities of IPI metallic inks and they are outstanding in this respect. Nevertheless, the paper has an important bearing on the drying of metallic inks.

#### BASES FOR SILVER & GOLD

Bases for silver ink may be black or colored inks. For gold on uncoated papers, two impressions of gold ink are recommended. Whether or not one impression will give satisfactory results is dependent on, first, the paper you are planning to use, and second, the degree of brightness you require in your finished result.

#### GOLD INK FORMULATION

Gold ink should be mixed just before the job is ready to run, and just the amount required for the job. If there is objection to mixing gold powder with varnish, IPI furnishes satisfactory

Gold Ink Paste which will not tarnish and which can be mixed more readily with varnish than powder.

The importance of freshly mixed gold ink cannot be over-emphasized. The difference in results obtained with freshly mixed gold ink and one that is only three days old is remarkable. Generally speaking, improvements have been made in metallic powders in the last few years.

To secure really smooth, brilliant surfaces in printing gold inks, exactly the right proportions of powder or paste and varnish must be used. Not enough powder will give inadequate coverage. An excess of powder, while giving good coverage and a bright result, may cake on the press, requiring frequent wash-ups and the prints are likely to have a grainy appearance. Loose powder may rub off after the print is dry.

#### SILVER INKS

IPI silver inks are furnished ready to print since they do not deteriorate in storage.

#### TARNISHING

The relative tarnishing between gold ink and gold bronzed ink is a moot question. IPI's experience indicates that gold ink has less tendency to tarnish than a bronzed job, although a bronzed job may be more brilliant at the time of dusting. Copper alloy is susceptible to oxidation from the air and to tarnishing from other causes. The bases used under gold bronze have a bearing on tarnishing.

#### SERVICE

Work out your Metallic Printing problems with the help of a competent ink man. IPI is always ready to discuss your plans and make recommendations. Call any of our twenty-eight conveniently located branches.

**THE INTERNATIONAL PRINTING INK CORPORATION • 75 VARICK STREET, NEW YORK CITY**

ATLANTA BALTIMORE BATTLE CREEK BOSTON BUFFALO CHICAGO CINCINNATI CLEVELAND DALLAS DENVER DETROIT KALAMAZOO  
KANSAS CITY LOS ANGELES MILWAUKEE MINNEAPOLIS NASHVILLE NEW ORLEANS NEW YORK CITY OAKLAND  
PHILADELPHIA PORTLAND, O. RICHMOND ROCHESTER ST. LOUIS ST. PAUL SAN FRANCISCO WASHINGTON, D. C.

**THE IPI "COLORGRAM" FOR OCTOBER**—The design on the other side is one of a series by Robert Leonard, planned to express the color mood of the month. This month is devoted entirely to metallic inks used with black and a pale blue background. Metallic inks, being neutral, may be used with many other colors.

# Kimpak

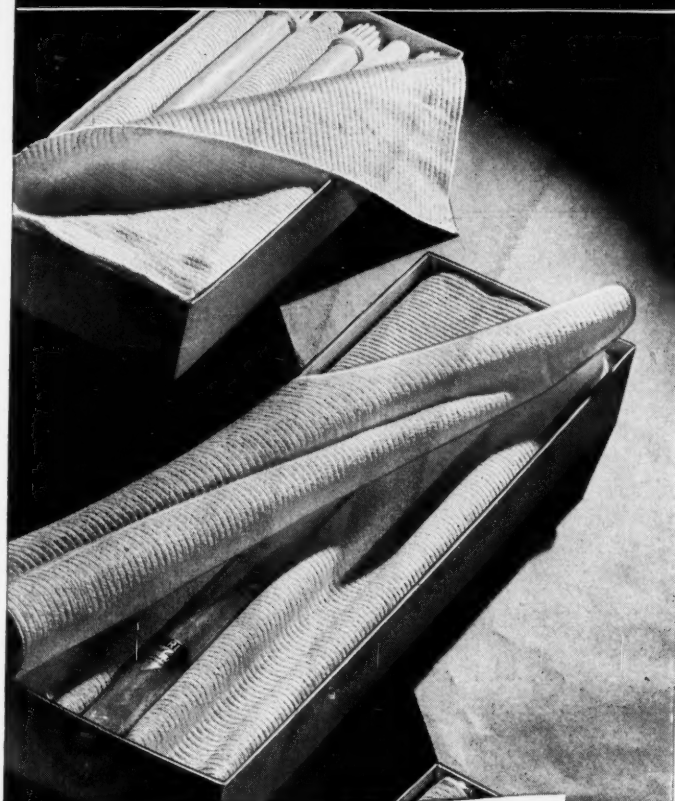
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

## CREPE WADDING

### PROTECTS AMERICA'S "BEST SELLERS" AGAINST SHIPPING DAMAGE

BEST SELLERS  
MUST

*Be Good*  
AND  
*Look Good*



#### WILL & BAUMER CANDLES A Best Seller Protected by KIMPAK

When Will & Baumer Co. ship their fragile candles, they protect them with KIMPAK to assure A-1 condition at the destination. Note how snugly the candles are packed—and how beautiful they appear when unwrapped. This company has been packing with KIMPAK for over 12 years.

● Take advantage of the fine appearance of your product. Protect it and gain a commanding place on the sales floor. A commanding place before buyers means increased sales for dealers and greater profits for you. It pays to protect the factory-fresh appearance of your products with KIMPAK CREPE WADDING. KIMPAK is the packing material that effectively guards products of foremost manufacturers against damage and breakage in transit.

No matter what your packing problem, there's a size and thickness of KIMPAK to solve it. If your merchandise is very fragile or has a high finish, if made of metal, glass, wood, or any other material, KIMPAK will guard it against costly damage from jarring and jolting en route.

The low price of KIMPAK will allow new shipping room economies. Its ease of handling will make new shipping room efficiency. There's no muss or fuss with KIMPAK—light, flexible, clean, snowy-white, absorbent—it's as easy to use as a piece of string.

Learn more about KIMPAK. Mail coupon today for free portfolio of samples and illustrations of actual usage.

#### KIMBERLY-CLARK CORPORATION Neenah, Wisconsin

Sales Offices: 8 South Michigan Avenue, Chicago  
122 East 42nd Street, New York City  
510 West Sixth Street, Los Angeles



**FREE: 1937 Portfolio of KIMPAK**  
KIMBERLY-CLARK CORPORATION,  
Neenah, Wisconsin.

Address nearest sales office:  
8 S. Michigan Ave., Chicago;  
122 E. 42nd St., New York City;  
510 W. 6th St., Los Angeles.

MP-10

Gentlemen: Please send us the 1937 PORTFOLIO OF KIMPAK.

Company.....

Address.....

Attention of.....

Our product is.....

OCTOBER 1937

101

## HAM SLICES GO VISIBLE

SELLING HAM BY THE SLICE IS NOT NEW. BUT selling *packaged* slices of ham is real news. Sliced bacon in packages has been on the market for years. The housewife has waited long for sliced ham in packages. It is here at last.

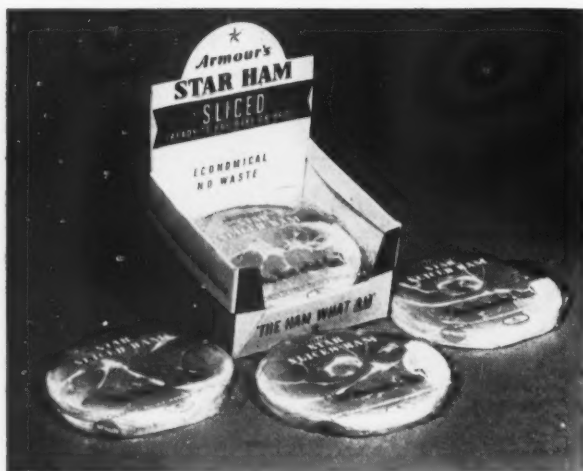
Armour and Co. introduced sliced Star Ham in transparent cellulose packages in September and announced the introduction with large space in magazines and newspapers. The new package holds two slices of ham, each slice weighing approximately five ounces. The package sells to the consumer at so much per package and not by the pound.

The new package offers both consumer and dealer several advantages. First, it takes ham out of the luxury class and makes it obtainable more frequently by a larger group of consumers. Second, by offering only the choicer slices, it heightens consumer appeal. Other advantages are that the dealer has no bad cuts to work off and butts and shanks to dispose of. He can sell center slices to every customer at a lower price to them—a unit price.

The ham is sent to the retailer in a display carton containing six two-slice packages. No price is printed on the package or carton. The company states that recent test sales have proved that retailers will sell more ham and make greater profits by featuring it in a slice-package at a low unit price.

The advertising campaign features the new package and display carton to the theme of "A New Way to Buy Ham."

Two counter pieces accompany the new carton, and two folders. One of the counter pieces features "Armour's Prize-Winning Meal of the Month," which ties up with the company's September advertising. This is a recipe of Marie Gifford's called, "A Real Texas Barbecue of Armour's Star Ham Slices, Served with Brown Rice." The display piece is "three-dimensional" and is made with a small pocket for holding a supply of leaflets bearing the details of the recipe.



## AS A PITCHER IT'S A HONEY

PERHAPS STRAINED HONEY IS ONE OF THOSE commodities which has never become as popular with the consuming public as it might be because it has never heretofore been put up in a really serviceable container. Glass jars and bottles with screw caps are the rule. Transferring the honey from a jar to a syrup pitcher is not practical. The product is too viscous, if you know what we mean; that is, too imperfectly fluid, like tar. Too much stays behind in the jar, which has to be dug out; so why transfer it to another container where the residuum only has to be dug out a second time? Generally, therefore, the honey is left in its original package until the latter is so messy inside and out that nobody wants any more and it's thrown away.

The palm goes now to Sherfick Farms, of Shoals, Ind., Packers of Bee Hive Brand Honey, for a honey package that is indeed a honey. It's as radical as practical, apparently, and as clever as handsome. Certainly, no honey package, so far as the record shows, has ever been put out like it. How any housekeeper can resist buying this package of honey, whatever the price may be, is not easy to imagine, with all the advantages which may be named. These advantages are obvious with no more than a photograph to look at. The honey being good honey, which it must be, the package in which it comes is a pitcher of clear glass with a mechanical closing arrangement. Other advantages are the odd shape of the glass container, the attractive carton, and the re-use feature of the pitcher.

By far the most interesting feature of this package is the closure. It is a no-drip device, made of chromium. There is a sliding arrangement through the center of the top, thumb-controlled by a small spring handle. Depressing this handle withdraws the sliding bar; releasing it forces the bar over the pitcher opening, and cuts off the stream of honey neat and clean. The handle attached to the chrome closure is of molded turquoise.

The pitcher is enclosed in a carton of clay-coated white board, printed in two colors, turquoise and deep red, made by the American Coating Mills, Inc.





WITHOUT THE UNIFORM  
HE'S JUST ANOTHER MAN

**Y**OUR product . . . without a distinctive, colorful package to give it individuality and character is just another product. Heekin specializes in metal packages of merit. Colors are true and lasting. Every color is faithfully reproduced . . . whether you need one color or a dozen. Our designers will gladly work with you.  
THE HEEKIN CAN CO., CINCINNATI, OHIO

**HEEKIN CANS**  
LITHOGRAPHED  
WITH HARMONIZED COLORS

OCTOBER 1937

103

## Plants and personalities

FREDYBERG BROS., INC., New York, manufacturer of Excell-O ribbon, announces the removal of its sales office to 381 Fourth Ave.

CHARLES CASHMORE, formerly treasurer and director of sales of the Paterson Parchment Paper Co., Bristol, Pa., has been elected president. He succeeds the late George L. Leonard.

PAUL A. HAGEN is now associated with Stokes & Smith Co., Philadelphia, in charge of sales of Transwrap machines. He was formerly in a similar capacity with the Transparent Wrap Machine Corp., New York City.

EGMONT ARENS & ASSOCIATES, New York City, have been retained as merchandising consultants by Filigree Quality Foods, Inc., Newark, N. J.

THE AMERICAN BAKERS ASSOCIATION, Chicago, will hold its next national convention at Kansas City, Mo., Oct. 25 to 27, 1937. A special feature of the meeting will be an address by Bernard Lichtenberg, president of the Institute of Public Relations, New York City.

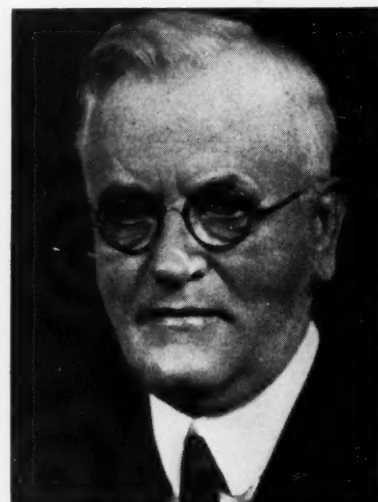
MANCHESTER PAPER BOXES, LTD., Toronto, Ont., manufacturer of folding and set-up paper boxes, display containers and paraffin cartons, has changed its name to Manchester-McGregor, Ltd.

THE ROXALIN FLEXIBLE LACQUER CO., Inc., Elizabeth, N. J., announces the promotion of Robert K. Hungerford, as sales manager. He has been New England representative for the last twelve years. Frank Thomas and John Towart, formerly Mr. Hungerford's assistants in the field, now take over the New England territory. A recent addition to the Roxalin plant provides two modernized laboratories, one devoted exclusively to cellulose-type finishing materials, under M. A. Dorian, and the other the Synthetic and Oil Base Laboratory, under W. H. Stephens.

THE KRON CO., Bridgeport, Conn., manufacturers of dial scales, announces the appointment of Herman L. Tygesson as general superintendent. Warner DeFoe has been made purchasing agent. J. A. Hunt Co., of Philadelphia, has been appointed the company's district representative.

THE PURCHASING AGENTS ASSOCIATION of Chicago will hold its ninth annual Products Exposition

at the Hotel Sherman, Nov. 17 and 18. The exposition is held for the benefit of superintendents, engineers, foremen, production men and industrial buyers and will consist of products, equipment and methods. Speakers on purchasing problems will be heard at a luncheon meeting on Nov. 17 and the annual banquet Nov. 18.



CHARLES STOLLBERG

CHARLES STOLLBERG, former vice-president of the American Can Company, died of pneumonia at his residence, the Drake Hotel, New York, on Sept. 23, after a brief illness. He was 77. His wife survives him. He was buried in Toledo.

Mr. Stollberg headed the Toledo Tinware Mfg. Co. until it was taken over in 1901 at the time of the organization of the American Can Company. He came to New York in 1917 to assume charge of the ammunition department, was made vice-president in charge of manufacture in 1921, and continued in that capacity until his retirement in 1933. He was responsible for many of the ideas and inventions which are now generally used in the manufacture of modern containers.

Mr. Stollberg was a Mason, a member of the Toledo Club, the Elks Club and the Inverness Club in Toledo, and of the Canadian Club in New York.



## A 5c PRODUCT THAT LOOKS LIKE A MILLION DOLLARS

Clean and smooth and tempting as luscious Necco candies are the cartons that enclose them. Ridgelo clay coated boxboard gives these cartons a richness and brightness not obtainable with plain boxboard. In a 5c product, where quality could be sacrificed, it isn't, and

that's sound merchandising! Think this over when planning your carton or display container. • If you want to see why this and other leading products are in Ridgelo clay coated cartons, ask us for samples—and examples. • Sold by leading converters everywhere.

**Ridgelo**  
CLAY COATED

**RIDGELLO—"THE BEST KNOWN NAME IN BOXBOARD"**  
**MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY**

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit  
Blake, Mollis & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis • W. P. Bennett & Son, Toronto



## FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE DURANOL DIVISION of Joseph H. Meyer Brothers, Brooklyn, is sending out an unusual-looking catalog which is devoted to illustrations of Duranol rigid transparent cellulose packages and displays. Transparent containers for all kinds of products are shown—blankets, trousers, socks, pajamas, men's hats, women's hats, shaving brushes, artificial flowers, toilet ensembles, safety razors, and many others. Transparent food-covers, window-display material for jewelry, and optical goods are illustrated also.

A PATENT FOR QUICK-DRYING PRINTING INKS was issued during September to The International Printing Ink Corporation, New York City, covering various types of fast-drying inks. These inks are being marketed under the trade name Vaporin, which is a "speed-printing process incorporating inks which dry by vaporization rather than by oxidation," according to a bulletin recently issued by the company.

LAMINITE is the title of a sumptuous sample booklet put out by the Rhinelander Paper Co., Rhinelander, Wis. Laminite, according to the company, is made by laminating together a number of sheets of glassine, producing a material that has unique qualities of translucency. This gives it certain advantages as a material for the construction of jumbo replicas of commodity packages for advertising and display purposes.

GOOD NEWS FOR EXPORTERS whose merchandise is shipped to tropical countries, where the termite flourishes, is contained in a bulletin sent out by The Celotex Corporation, New York City, makers of insulating cane-board. Cane-board is a cane fibre, informs the company, chemically treated by the patented Ferox Process to resist both insects and fungi. Board made from it resists termites, vermin, dirt, and climate, and is suitable for use as a packing and packaging material and in residential construction.

TINT-METAL is the name of a product of the American Nickeloid Co., Peru, Ill., makers of pre-finished metals.

It is also the title of a folder recently published by this concern describing pre-finished metals in color. Three samples are tipped into the folder illustrating a striped-finish blue specimen, a red in crimped pattern, and a green in scored pattern.

SAMPLE BOOKS are being distributed by the Hazen Paper Co., Holyoke, Mass., of a number of new groups of designs. A set called Toy Town is described as "A new attractive type of juvenile papers, washable and sunfast." Two books of a set called Neo Classic have been issued, No. 1 and No. 2, described as "A design of youthful appeal," comprising altogether 27 patterns. A third group has two books, named Cathedral, showing a total of 31 patterns, and bearing the description, "A design of lively action that captivates the imagination."

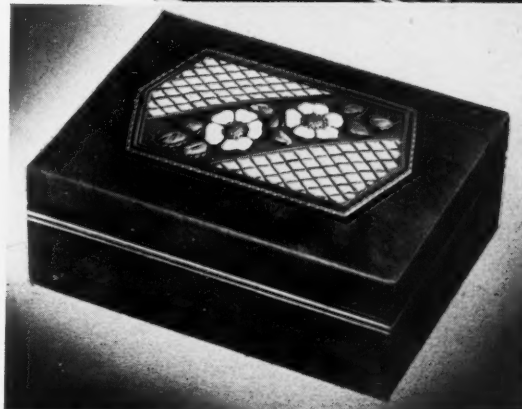
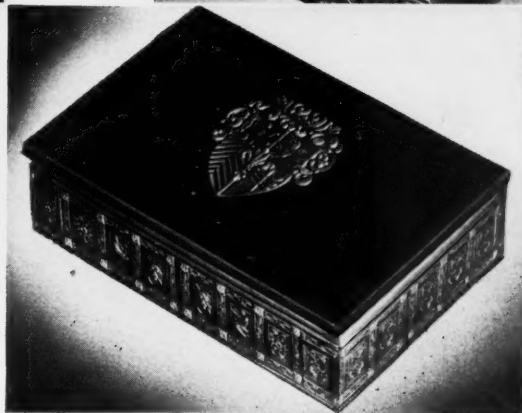
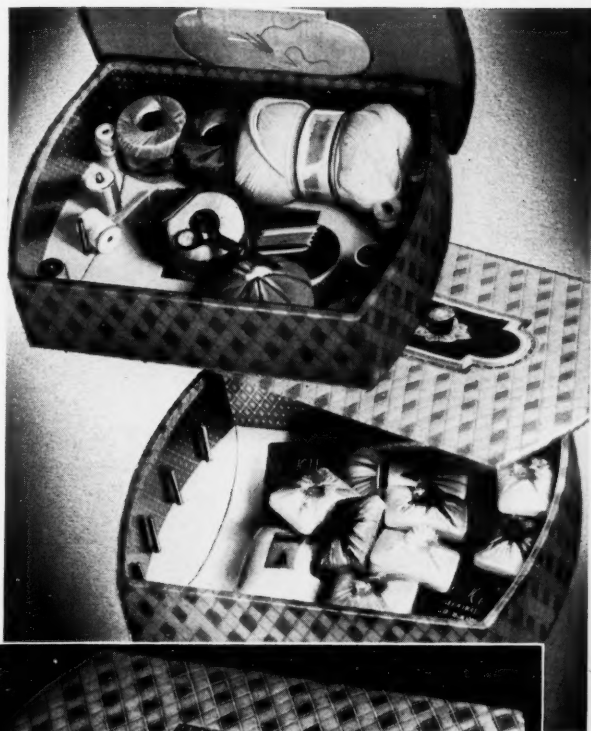
A SIZABLE AND IMPRESSIVE BOOKLET of 102 pages called "Aluminum Paint Manual" has just been put out by the advertising department of the Aluminum Company of America, Pittsburgh. Bound in the back of the book is a chart of finishes obtainable with Alcoa Albron pigments. According to the preface, the manual serves as a guide for the selection of the proper aluminum paint for any particular service with directions for the most efficient methods of mixing and applying it.

A SET OF THREE new ink-specimen books was recently completed by General Printing Ink Corp., New York City, illustrating the uses of a new family of printing inks produced by the Sigmund Ullman research laboratories called Suvener. One book describes inks for containers, another inks for cartons, and another inks for labels and folders. Each book contains specimens of the inks as used on actual stocks.

HOW TO PACK IT is the title of a 12-page brochure published by The Hinde & Dauch Paper Co., Sandusky, O. It describes 25 fundamental types of corrugated shipping boxes including photographic reproductions of actual boxes. Important construction features of boxes are shown for various types of merchandise, such as books, beer, fruits, photographs, grinding wheels, groceries, cakes, and candies. Another booklet recently issued by this company is entitled, "How to Pile Corrugated Shipping Boxes," No. 3 in the H & D Packaging Handbook series. The central idea of this monograph, according to the company, is that the observance of a few simple rules in piling shipping boxes will avoid the wasting of valuable advertising space and save unnecessary damage to products.

HAMPDEN'S FABRIKEEN, Book No. 66, was recently issued by the Hampden Glazed Paper & Card Co., Holyoke, Mass., containing samples of its Plaidette, Lintex, Handloom, and Brokweave lines. Another sample book issued by this company is "Porcelaine Embossed Papers, Book No. 67," with a full set of color specimens of this line.

# UTILITY BEAUTIFIED IN PACKAGING •



## If Your Product . . . . .

lends itself to remembrance selling—and what product today does not—you should by all means investigate the possibilities of *utility Smithcrafted packaging units*—created and produced by an organization which has in a few short years made history in *utility packaging*.

A soap package which becomes a beautiful sewing box—a thing of lasting remembrance of a Mother's Day that can never be forgotten—a razor set that has a doubled sentimental value in the chest that surrounded it with that air of value and permanence and then hastened to add its own durable and useful value as a receptacle for the collar buttons, tie clasps, etc. on Father's dresser top—a fruit cake chest that continues to remind "The Lady of The House" of the sentiment behind its purchase by providing a receptacle for the everyday aids to complexion and finger nails—these are only a few of the many possibilities. Ask us to suggest something for your product.

THE S. K. SMITH COMPANY  
2857 NORTH WESTERN AVENUE, CHICAGO

## SAMPLE PACKAGING

(Continued from page 46)

glance at some of the packages illustrating these pages will disclose a generally lower level of design than is common among store-sold packages, and this at precisely the point in the selling process where design is of major importance. In reducing a package to sample size the sampler often reduces design and type in equal proportions, sometimes to unreadability. Such practices tend to reduce the returns from sampling.

Design of a sample package presents particular difficulties since such packages must do their selling and explaining not in the presence and with the aid of a retail clerk but in the privacy of home or office. Thus, extreme care must be taken to include all necessary data,

all possible selling appeal, while eliminating redundancy to keep within the limited space available.

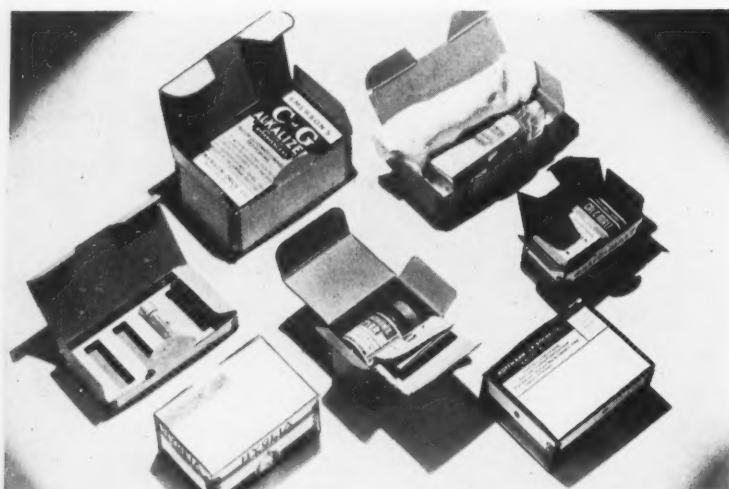
A third consideration of the packager is the mailing or distributing container for the sample—a container which corresponds roughly to the shipping container that brings the retail package to the store. The advantages of the various types of containers available, and their limitations, are discussed in Table 3. It should be noted, however, that the emphasis on any point, pro or con, will vary with the product. The sampler must, in the light of his own problem, balance off the advantages and limitations. Among the points which he will find it advantageous to check are:

The relative shipping weights of the various containers. Here a fraction of an ounce may make for a substantial difference in postal costs.

The relative strength, crush resistance, fragility, etc., of the various types. Serious consideration, in this regard, is induced not only by the desire to avoid breakages but, even more, by the wish to have the packages reach the "samplee" in a state of attractive preservation.

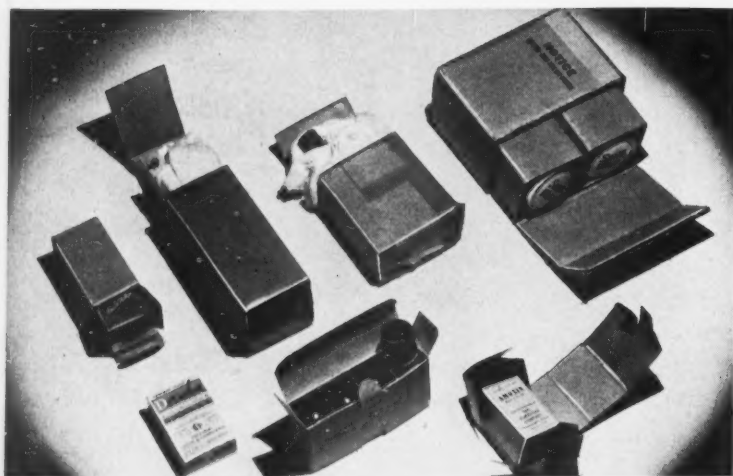
The comparative ease with which the container may be filled or assembled. Here the viewpoint will vary with the size of the sampling operation and the type of equipment available. When, as in many cases, the packager's standard machinery lines are utilized for sampling in off seasons, these will tend to govern the package choice. When special equipment is used and operations are carried on on an all-year-round basis, such limitations will be replaced by others induced by the equipment available.

The relationship between the package selected and the amount of space available for storage and shipping purposes. This consideration is not a major factor in the case of large sample mailings which, for various reasons, are made at a single time. Since the production facilities can seldom complete a large operation within a few hours or days, storage space becomes a factor of major importance. It should be remembered that even in the case of set-up containers and mailing tubes, the space occupied by the unfilled mailers is no greater than that occupied by the same containers



8

8. Hoffman-LaRoche, Inc., and Emerson Drug Company also use Metal Edge mailers. Bottles and vials are usually crepe wadded and protected by die-cut partitions.



9

9. Liquids offer particular problems for the mail sampler, because of the extra shipping weight of glass containers and the special protection required. Here are a number of variations of package construction, using corrugated board and simple cartons with inner partitions.



10

10. The Centaur Co. utilizes four different types of mailers for various types of "samplees." Lower right, a simple spiral-wound tube can covers the powder can and is itself covered by an addressographed wrap, the stamp serving as seal. Physicians get a large-size sample for personal use, cased in a sleeve-type corrugated mailer (lower left). Hospitals get one, two, or three dozen cans (according to their requests) shipped either in sleeve-type (right) or flapped corrugated (upper) mailers.

A SURVEY CONDUCTED BY THE  
MODERN  
PACKAGING  
INSTITUTE  
OF PACKAGE RESEARCH



Continental's versatility in applying sound merchandising principles is quickly visualized in the design of these containers.

Apart from faithful reproduction of design and fine craftsmanship, these packages suit the products—protect the products—sell the products.

Continental's Coast to Coast packaging service is always available to help any manufacturer.



*Continental Can Company*

*sparkling displays*

With Aluminum being the rising color in package designs, what could be more logical than using it for merchandise displays? For racks and stands, cards and cutouts, lithographed or printed?

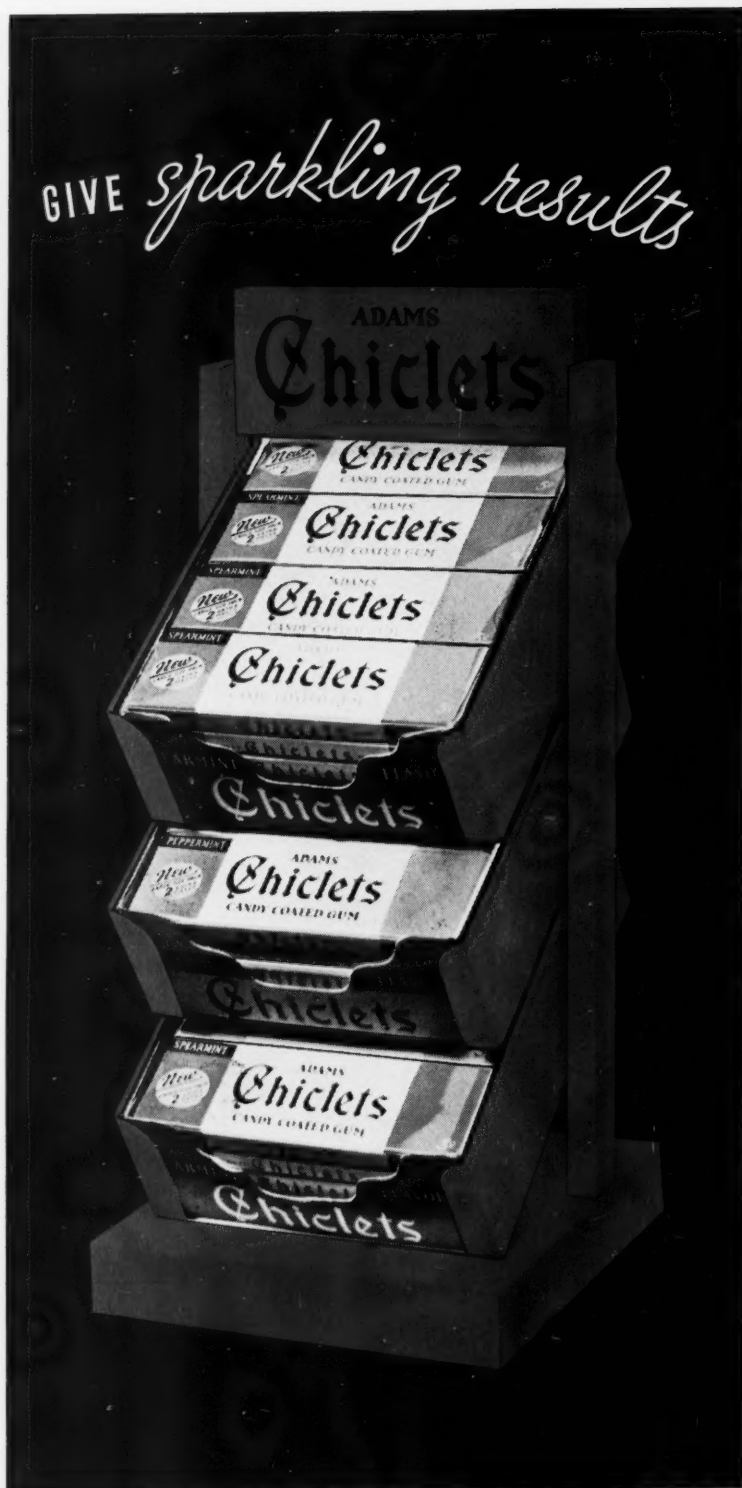
You'll be seeing more and more Aluminum finish as a sparkling background on such pieces. It is neutral, doesn't fight the colors used with it nor overpower the packages on display. Yet it has compelling magnetism for the eye; is a pleasing invitation to buy.

Aluminum coatings made with the new Alcoa Albron Paste or Powder have higher lustre, give solid coverage. Such coatings are made by many reputable manufacturers. Can be used on metal, paper, or coated blanks.

Just two suggestions: First, go to a good display manufacturer, lithographer, or printer for your Aluminum printing jobs. Second, specify coatings made with the new fine-flaked Alcoa Albron Paste or Powder.

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GIVE *sparkling results*



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*is First Choice . . .*



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## TABLE THREE

### PROS AND CONS ON SAMPLE PACKAGES

#### STANDARD TYPES OF PACKAGES

**FOLDING CARTONS** . . . . . usually of manila or chipboard. These are indicated principally when the inner container is strong enough to stand most of the gaff of shipping or when the product shipped is both small and light. Inadvisable with fragile, large or sharp edged products. Self-sealing tucks are advisable to prevent tampering although many firms use the address label as seal.

**SET-UP BOXES** . . . . . are more expensive and, though stronger, do not always fare any better in getting through the mails. Their use is indicated particularly when the samples come in sets, when they are to be used by a physician or other professional over a long period of time or when delicate ampules and similar items are to be shipped.

**CORRUGATED CONTAINERS** . . . . . are most frequently used for larger and grouped samples and, almost invariably, for bottled products. Express and postal agencies like them, they stand up well and the blanks do not occupy much factory space while waiting packing. These then, and cartons, are to be preferred over set-up boxes on certain coupon-sampling operations when packings and shipments are intermittent.

**MAILING TUBES** . . . . and fibre cans of various types are widely used, particularly for round objects in metal or glass containers. They seal in addressing, stand up well and afford an unusual ratio of strength to weight.

**ENVELOPES** . . . . are advised, as outer mailers, only when shipping flat objects or when a supplementary flat, die-cut stuffer can be used.

**BAGS AND PACKETS** . . . . are ideal for small, powdered, tableted and similar products or for items to be served in portions or doses. They sometimes offer difficulties in assembling into outer packages and suffer thereby in appearance.

#### PATENTED TYPES OF CONTAINERS

**BILT-IN MAILERS** . . . . are a type of folding carton so designed as to provide an inner carton and an outer mailer from the same blank. The inner surface of the mailer (which is likewise the outer surface of the carton) is usually of coated board and carries advertising messages.

**TAMPER-PROOF MAILING BOXES** . . . . . are made under a variety of patents by a number of firms. They are characterized by metal or paper locking devices which seal the package.

**METAL EDGED BOXES** . . . . are die-cut blanks forming one or two piece boxes of various types when stitched with a patented metal edging on a machine provided by the patentee. They provide great strength plus low weight. They also have the advantage, over other set-ups, of being able to go through an ordinary addressing machine, in the flat. Again, they occupy little space prior to use.

**SANITAPES** . . . . are widely used for tablet and capsule packaging. Each unit is sealed between layers of transparent cellulose and each is detachable, at will, from adjacent units. Measured dosage is thus easily achieved, efficacy preserved, sanitation insured. Groups of units can be bound in book-like tabs, packed in cartons or boxes or otherwise packed.

**CELLULOSE DERIVATIVE VIALS AND CONTAINERS** . . are frequently used to replace glass for sampling products such as pills, capsules, etc. Their light weight and freedom from breakage is the governing factor.

when filled. Hence, there is no need, under any circumstances, for a double reservoir of storage space. When, however, filled packages leave the plant daily and thus require little or no storage space, the temptation becomes great to seek a package that may be stored in knock-down condition and thus demand a correspondingly low amount of pre-packing warehouse area.

Finally, the sampler must consider his addressing operations in their relationship to the package. In some instances, his set-up will make it desirable to have packages which can pass through a standard addressograph—in the flat—and receive their imprints prior to erection and filling. In other instances, he may prefer to use addressed labels, either for inner-factory convenience, purposes of checking, or to serve as a seal upon the package.

---

## SOME SAMPLING QUESTIONS ANSWERED

---

### 1. Should sampling operations be carried on in the packager's own plant or by some outside agency?

The answer is more likely to be "in the plant" if sampling is to be carried on on an extensive and non-seasonal basis or in response to coupon solicitations. The answer would be the same if production can be carried on, during off seasons, on regular sales-package production equipment or by regular employees who would otherwise be laid off.

"Outside agency" is more likely to be the response if a large operation is to be done occasionally and at unpredictable intervals.

### 2. What "special agencies" are referred to?

Mailing houses, such as W. S. Ponton, Inc.; Polk & Company; Buckley, Dement & Company; and the Fisher-Stevens Service; which perform complete sampling operations for their clients.

Distributing agencies, including Western Union, Postal Telegraph and the Peck Distributing Company, which accept packed samples in bulk for distribution in designated localities and provide a group of related services by special arrangement.

Packing houses, such as the Ivers-Lee Company, which stores, packs and ships or mails samples in a variety of packages of patented types made and



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but it's packed full of convenience,  
sales appeal and re-sale power!

## INVESTIGATE this NEW FEDERAL LOTION DISPENSER!

available for any size of bottle

Its trim lines and fine nickel finish makes this dispenser a fitting closure for the most beautifully designed of packages. But that isn't the half of it. It works, in fool-proof fashion, in a way that assures consumer satisfaction. It makes demonstration of your product easy... encourages display and selling effort and provides a practical insurance of high re-sale averages.

Investigate this dispenser today. Learn about the complete Federal line of sprayers and dispensers... made by us for many of the largest firms in the country. Our modern plant and tremendous production insure a low cost in keeping with your quantity requirements, so low in fact that many firms find it profitable to include Federal sprayer or dispensers with their products. Others get a higher price or use it as a sales-making premium or promotion item.

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11

11. Merck & Co. samples dozens of different products through professional channels. Interesting is the package now used for Pyridium (top center), a small holder of die-cut board carrying twelve tablets. This mailing carton of smaller size has been made possible by the elimination of the formerly used die-cut corrugated protective stuffer, shown at left of present package.

12. A variety of sample packages built around the Sanitape. This method lends itself to the addition of explanatory directions, either for the physician or ultimate user. In contrast, a number of bagged samples may be seen (at top left).

13. The Health Products Corp., one of the largest users of sampling, employs a variety of packages to meet special conditions. Plain envelopes, cellophane envelopes, Sanitapes, etc., carry single doses.

#### 4. Is there any disadvantage that compensates for the selectivity of "solicited" samples?

Yes, though the degree of compensation will vary in every instance. Solicited samples must be shipped within a few days, at the most, from the time of receipt of request. Since they will tend to trickle in after the first flood, in response to a mailing or advertisement, this will require continued attention and the stocking of a reserve of sample packages.

#### 5. What factors should be considered in determining the size of a sample package?

Among others, check the cost of merchandise, relationship to size of smallest sales package, total weight of package and product as compared with "break" points in postal costs, conditions of use of product, ratio between weight of product and inner container and that of outer, shipping package.

#### 6. Should sales packages be sampled?

Never, except when introducing a new product to dealers with the intention of permitting them to sell it for full market price. So-called "sample pirates" operate, as it is, among recipients of large quantities of samples, particularly among doctors and dentists. Differences between the standard and the sample package tend to reduce such re-sale.

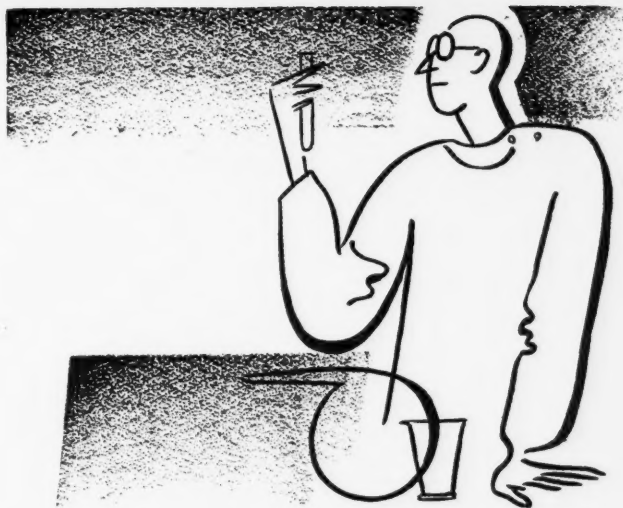
#### 7. On samples planned for redistribution by an intermediary recipient, how do samplers determine the quantity to be distributed in each unit package and the number of such units to be sent as a group?

On medicinal samples the tendency is to make the unit package correspond to a single dose of the particular product contained within. On other items, some firms vary the number of such packets in a package according to the profession served—makers of aspirin sending, for instance, 36 packets to doctors, 30 to dentists and 4 to nurses.

#### 3. Do postal regulations regarding samples differ from those which affect ordinary parcel post?

Consult the Postal Guide or your local postmaster. Submit every contemplated package for Post Office approval prior to ordering.





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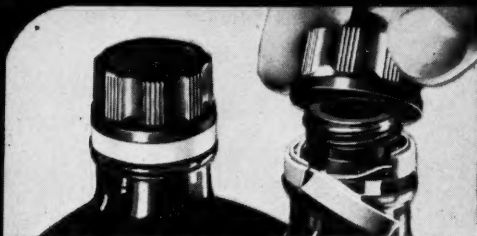
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## These Collapsible Tubes do not collapse when BOSTITCH staples them onto this Display Card to INCREASE SALES.

Delicate glass bottles and other fragile articles can be carded safely and effectively the Bostitch way.

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MP-10

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# Index of advertisers

Aluminum Co. of America.....Facing pg 109	Lowe Paper Co.....105
Aluminum Seal Co.....22-23	Lowery & Schwartz, Inc.....109
American Can Co.....Inside Front Cover	Lusteroid Container Co., Inc.....109
American Coating Mills, Inc., Carton Division.....21	
Anchor Cap & Closure Corp.....10-11	
Anigraphic Process, Inc.....115	Maryland Glass Corp.....31
Arabol Mfg. Co., The.....111	McLaurin-Jones Co.....Insert 20-21
Armstrong Cork Products Co., Closure Div.....93	Meyer Bros., Joseph H.....115
Atlas Powder Co., Zapon Division.....Insert 24-25	Meyercord Co., The.....12
	Michigan Carton Co.....Inside Back Cover
Beck Machine Co., Charles.....91	Middlesex Products Corp.....Insert 12-13
Bostitch, Inc.....113	Miller Wrapping & Sealing Machine Co.....87
Burt Co., Inc., F. N.....95	
	Nashua Gummed & Coated Paper Co.....Insert 8-9
Cameo Die Cutting & Engraving Co.....99	National Adhesives Corp.....85
Cameron Machine Co.....91	National Can Corp.....29
Capstan Glass Co.....10-11	National Metal Edge Box Co.....Back Cover
Celluloid Corporation.....14	National Process Co., Inc.....63
Chambon Corporation.....87	
Chicago Printed String Co.....27	Owens-Illinois Glass Co.....36, 50-51
Colton Co., Arthur.....89	
Container Corp. of America.....8	Package Machinery Co.....72
Continental Can Co.....Facing pg 108	Peters Machinery Co.....77
Crescent Ink & Color Co. of Pa.....91	Phoenix Metal Cap Co.....1
Crown Can Company.....116	Pneumatic Scale Corp., Ltd.....75
Crown Cork & Seal Co.....5	Polygraphic Co. of America, Inc.....Facing pg 61
	Pope & Gray, Inc.....Insert 16-17
Dennison Manufacturing Co.....97	
	Redington Co., F. B.....2
Eddy Paper Corporation.....16	Resinox Corp.....113
Egyptian Lacquer Mfg. Co.....Insert 28-29	Riegel Paper Corp.....25
Einson-Freeman Co., Inc.....69	Ritchie & Co., W. C.....24
	Royal & Co., Thomas M.....33
Federal Tool Corp.....111	
Ferguson Co., J. L.....81	Salem Glass Works.....10-11
French-Bray Printing Co.....7	Smith Co., S. K., The.....107
Freydberg Brothers, Inc.....19	Standard-Knapp Corp.....83
	Stokes & Smith Co.....79
Gardner-Richardson Co., The.....26	Sun Tube Corp.....32
Gaylord Container Corp.....13	Sylvania Industrial Corp.....Insert 32-33
General Plastics, Inc.....30	
Guardian Safety Seal Co.....15	Union Paste Co.....113
	U. S. Envelope Co.....20
Hampden Glazed Paper & Card Co.....Insert 4-5	Union Steel Products Co.....70
Heekin Can Co.....103	
Hygienic Tube & Container Co.....28	Waldron Corp., John.....89
	Wheeling Steel Corp.....34-35
International Printing Ink Corp.....Insert 100-101	Wrap-Ade Machine Co., Inc.....91
Jones & Laughlin Steel Corp.....9	
	Zapon Division, Atlas Powder Co.....Insert 24-25
Kalamazoo Vegetable Parchment Co.....4	
Kimberly-Clark Corp.....101	
Kimble Glass Co.....17	

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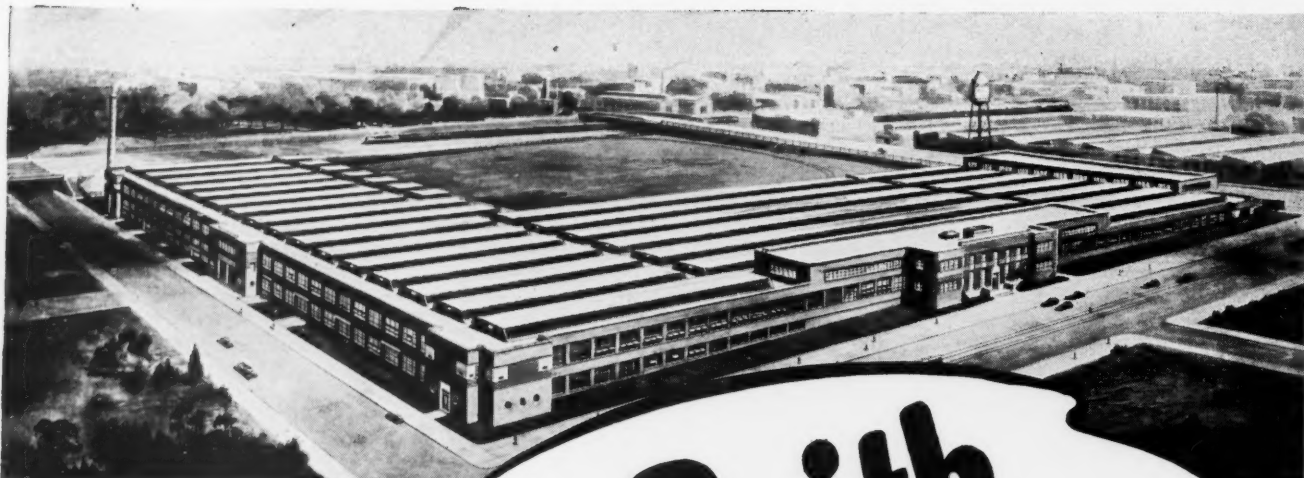
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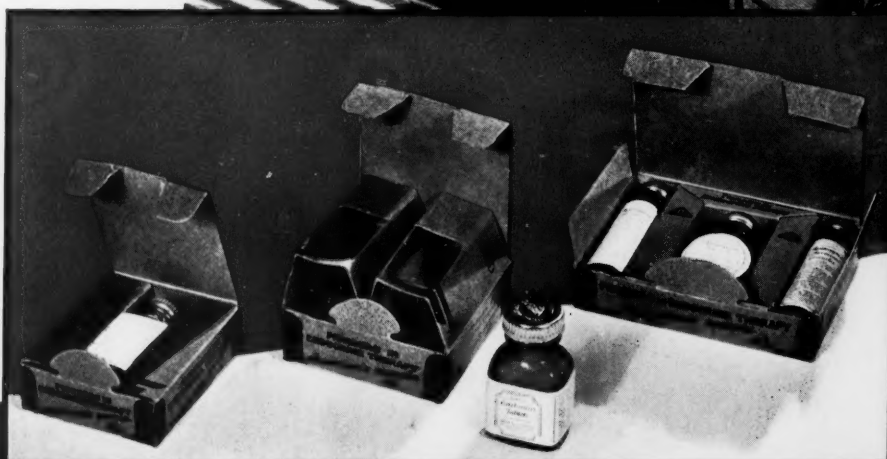
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